

QUEEN OF PIN-UPS AND FASHIONS

ARCHIE
SERIES



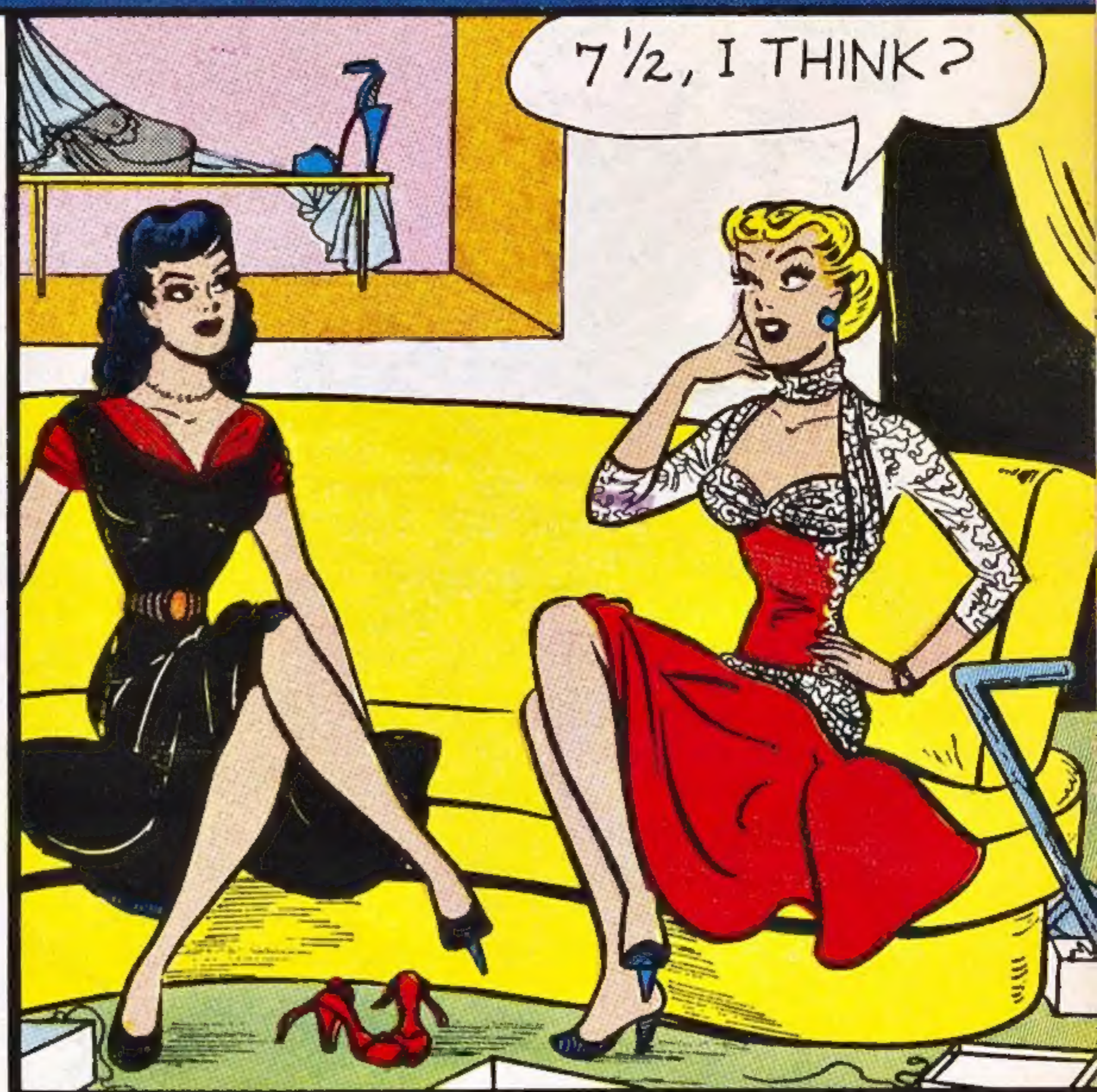
SEPT.

No. 36

10¢

Comics

KATY KEENE



WOKED by DORIS MEADS, NO. CHAS., S.C. • FASHIONS ALL by RUTH UNGER, LOOMIS VILLAGE, N Y



HOW **Tee & Eff** HELPED THE HOMETOWN SLUGGERS WIN!

14 TO NOTHING!
WE'LL NEVER WIN!

1	1	0	2	0	3	0	3	4		V
0	0	0	0	0	0	0	0	0		HT

EFF...
OUR HOMETOWN BOYS
ARE IN TROUBLE!
LET'S HELP!

"Tee" "Eff"

GREAT IDEA!

"Tee" "Eff"

OH BOY!
TERRIFIC!
WILL I SMACK IT!

WOW!
THIS HOMER
GETS ME
A SUNDAE!

CHOCOLATE MALT FOR ME!

15 RUNS!
THAT'S SIX SUNDAES
FIVE CONES AND
FOUR MALTEDS
FOR US!

tastee-freez

TOM,
THAT WAS A TERRIFIC
IDEA - GIVING A
TASTEE-FREEZ TREAT
FOR EVERY
RUN!

TASTEE-FREEZ
IS THE REAL HERO!
TASTE THIS AND
YOU'LL SEE
WHY!

YEP!
TASTEE-FREEZ
IS A HIT IN ANY
LEAGUE!

BEST PART IS,
TASTEE-FREEZ IS
SO GOOD FOR
THEM, TOO!



WE DID IT
AGAIN!
HOMETOWN'S HAPPY
AND TASTEE-FREEZ
ALWAYS MAKES
A HIT!

"Tee" "Eff"

ENJOY WHOLESOME, DOUBLY-DELICIOUS

tastee-freez®

... WITH YOUR FAVORITE FRUITS, FLAVORS AND FIXINS

Everyone goes for creamy-cool, refreshing Tastee-Freez. It's doubly delicious, because it's made from fresh milk and cream ... soft-frozen "on-the-spot" for you. Stop at the Tastee-Freez sign today for smooth-textured, wholesome, creamy-cool refreshment.

See your TASTEE-FREEZ store about special offer on TASTEE-FREEZ COMICS

OVER 1700 TASTEE-FREEZ STORES COAST-TO-COAST



by
Bill
WOGGON

KATY'S POSE, FASHION, LETTERING,
ETC. ALL BY GAYLE MCCLURE,
8097 CARNATION DR.
BUENA PARK, CALIF.

THE FOLLOWING STORY WAS ALSO SUGGESTED BY GAYLE ➡

Katy KEENE

KATY KEENE COMICS, Vol. 1, No. 38, September, 1957. Published bi-monthly by CLOSE-UP, INC., 420 DeSoto Avenue, St. Louis 7, Mo. Editorial offices: 241 Church St., New York 13, N. Y. Chicago office: 35 East Wacker Drive, Chicago 11, Ill. Hollywood office: 439 Sp. Western Ave., Los Angeles 5, Calif. Entered as Second-Class Matter at the Post Office at St. Louis, Mo., under Act of March 3, 1879. Copyright, 1957 by CLOSE-UP, INC. All rights reserved. Cover and entire content protected by copyright throughout the world. Title registered in U. S. Patent Office. Yearly subscription, 80c in U.S.A.; single copies, 10c. No actual person is named or delineated in this fiction magazine. Printed in the U.S.A.



KATY'S DRESS & HAIR DO BY JOSEPH LEON, 191 MCKIBBIN ST., BROOKLYN 6, N.Y.

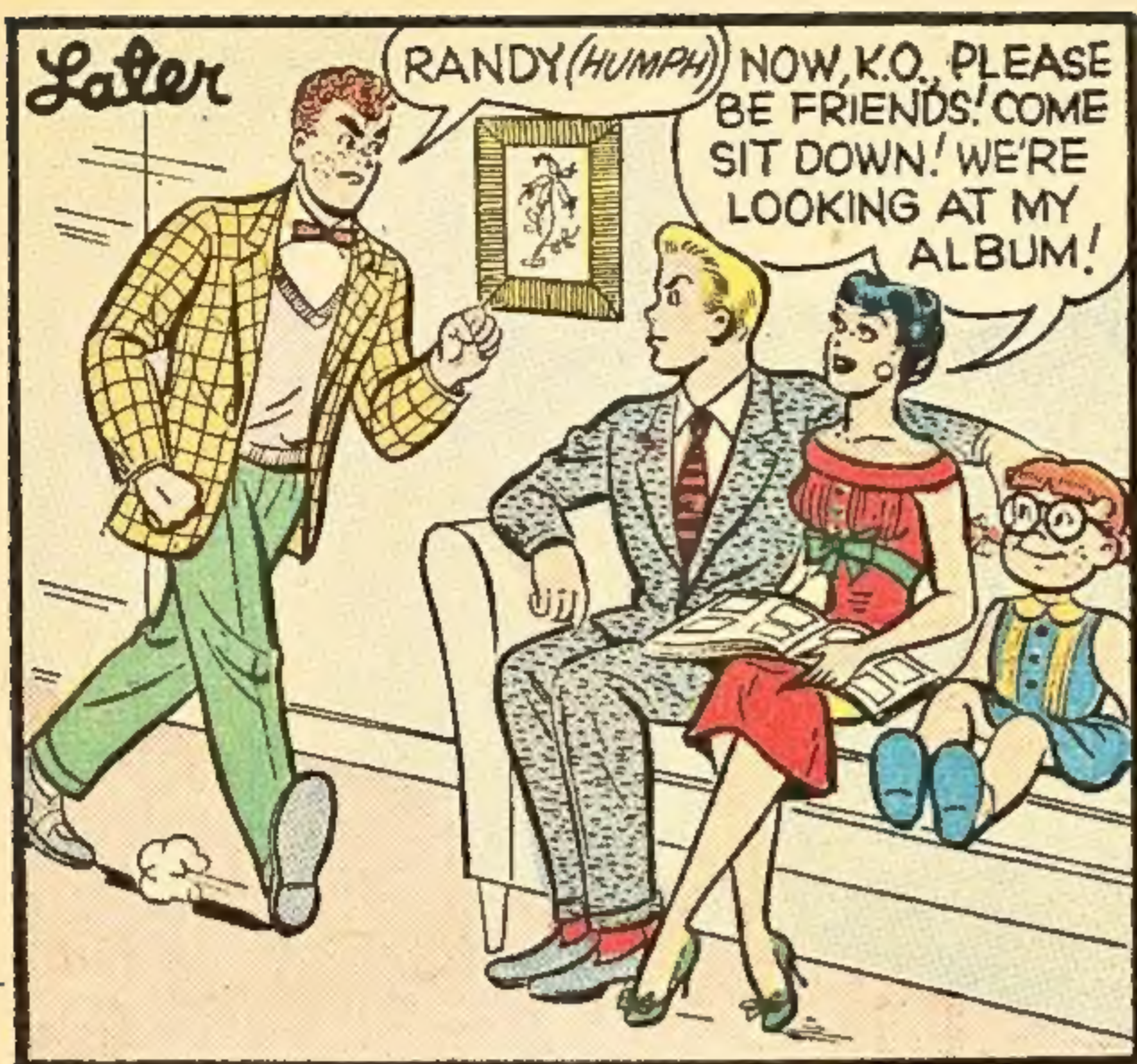


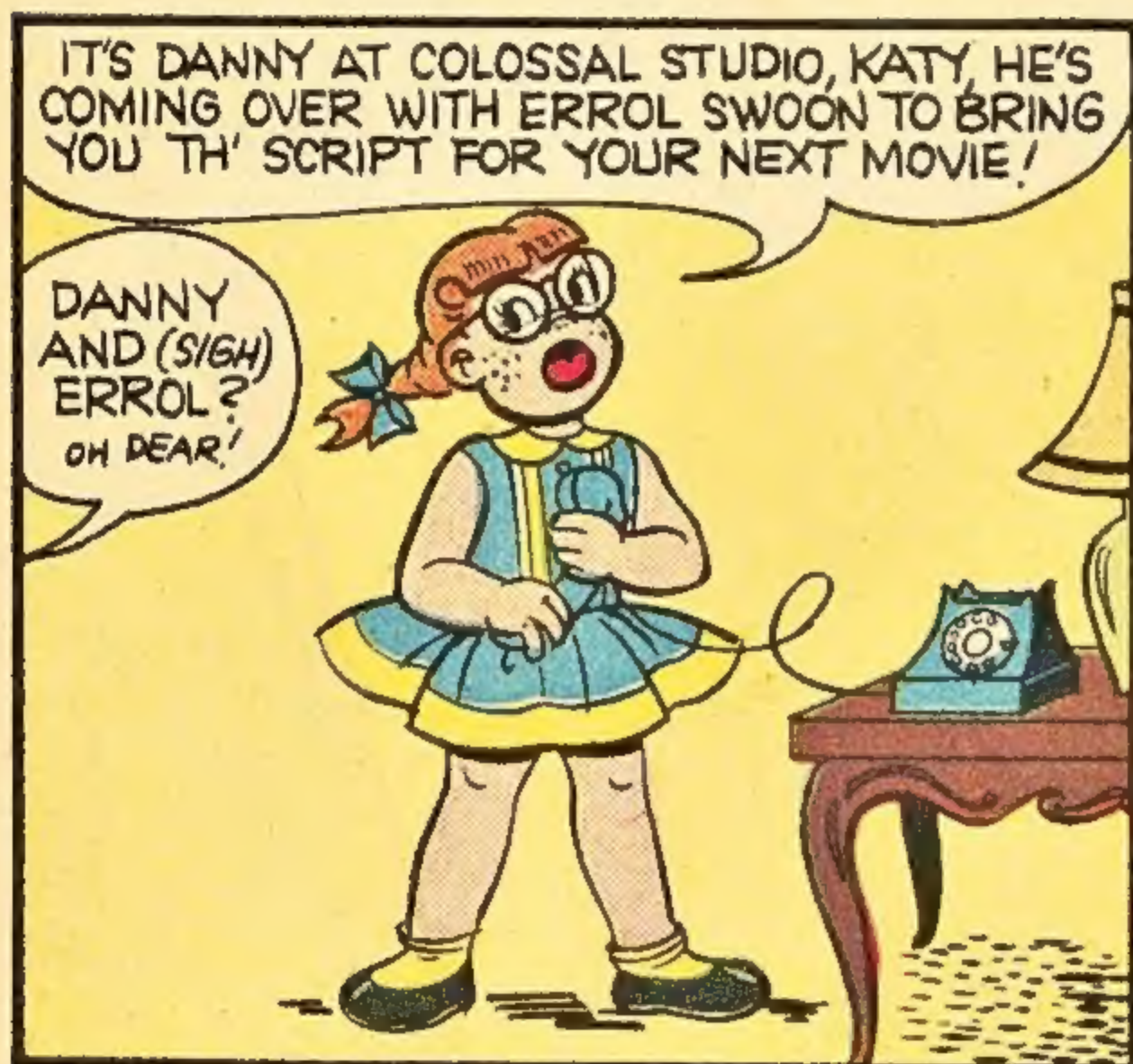
SIS'S DRESS BY FRANCES BERNT, BOX 139, GUASTI, CALIF.



RANDY'S SPORT CAR BY MICHAEL SCHLAFFER, 667 SOUTH IRA, RICHLAND CENTER, WIS.

ARCHIE COMICS ARE COMICAL COMICS



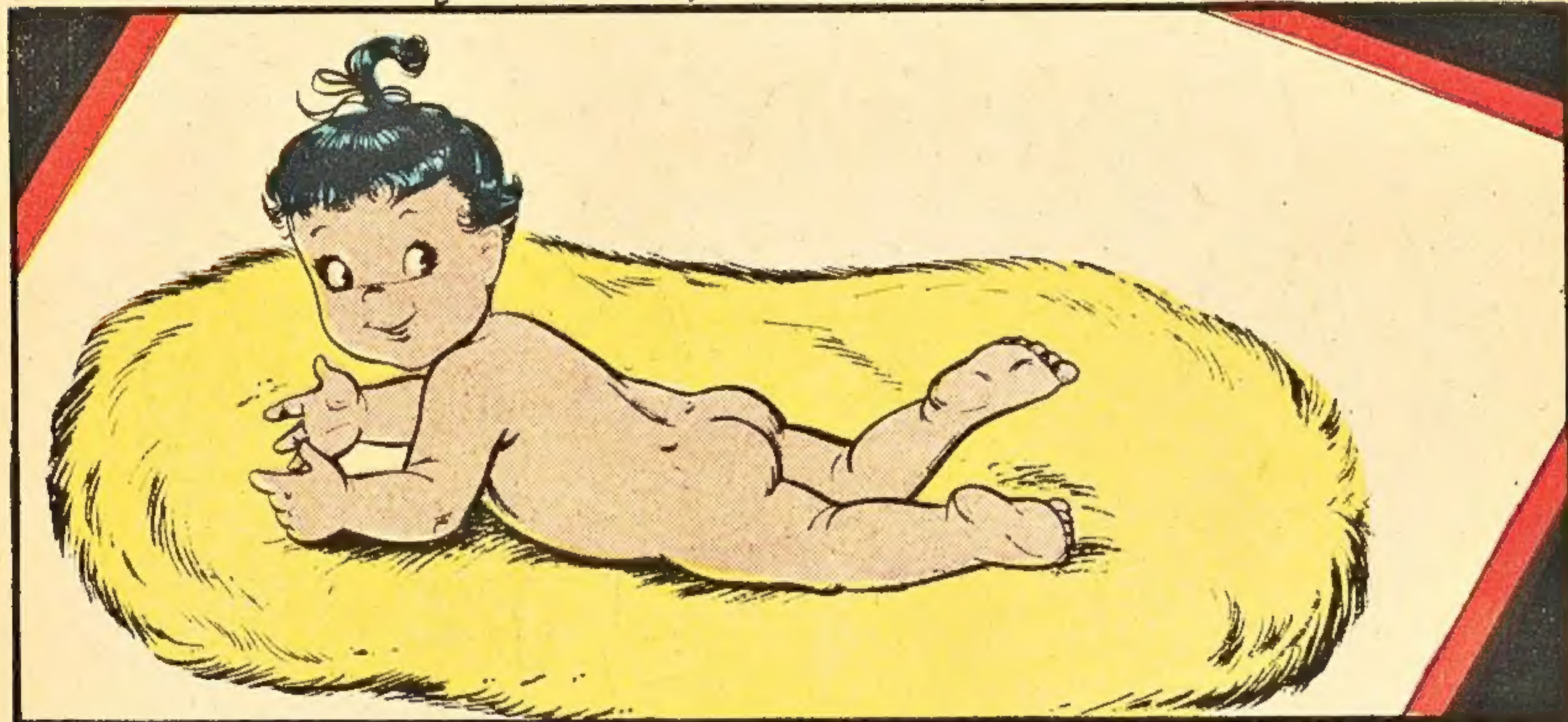


KATY'S BABY PHOTO CRAWLING GYELLEN HARRIS, 725 W. KLEBERG, KINGSVILLE, TEXAS.

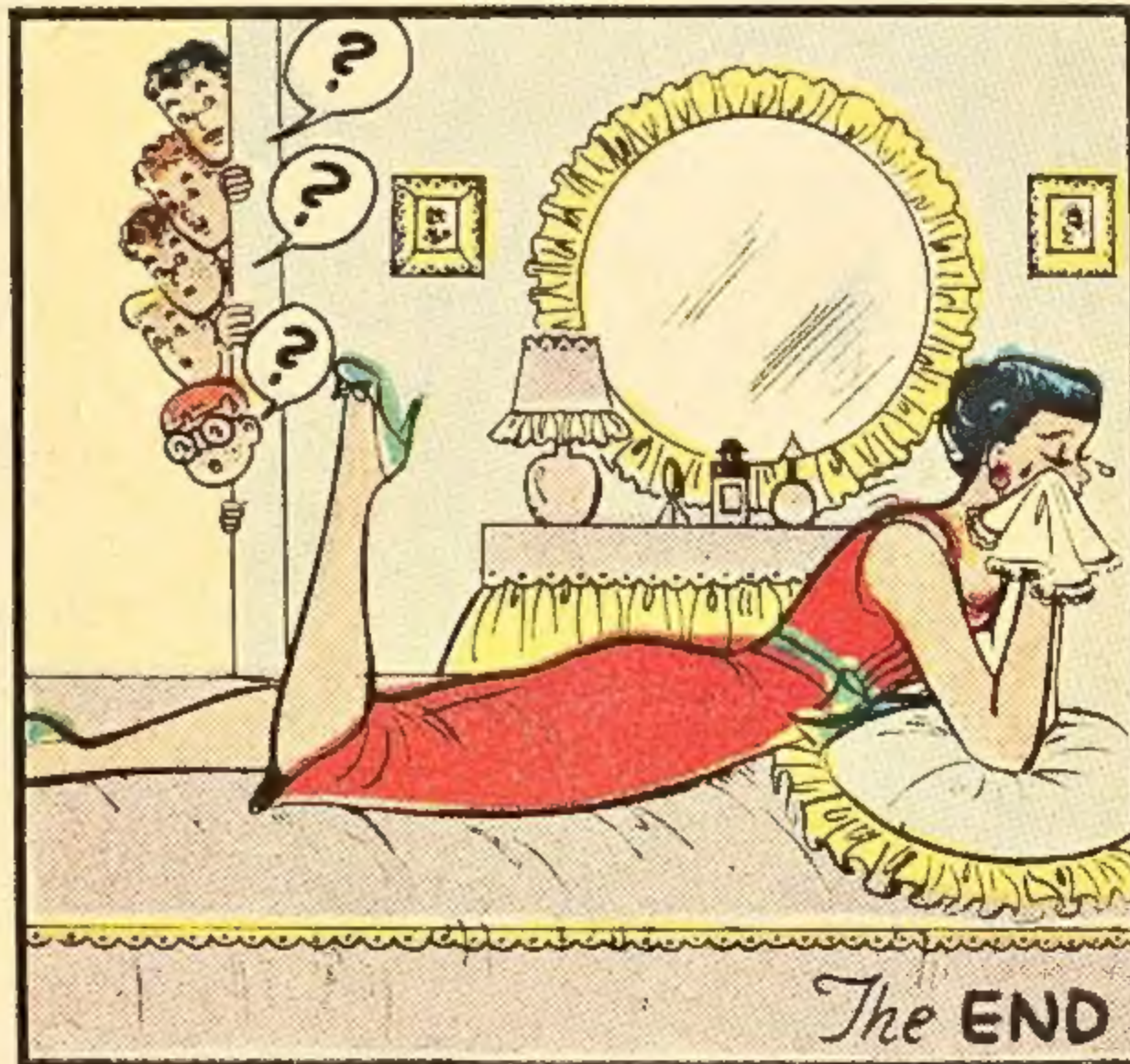




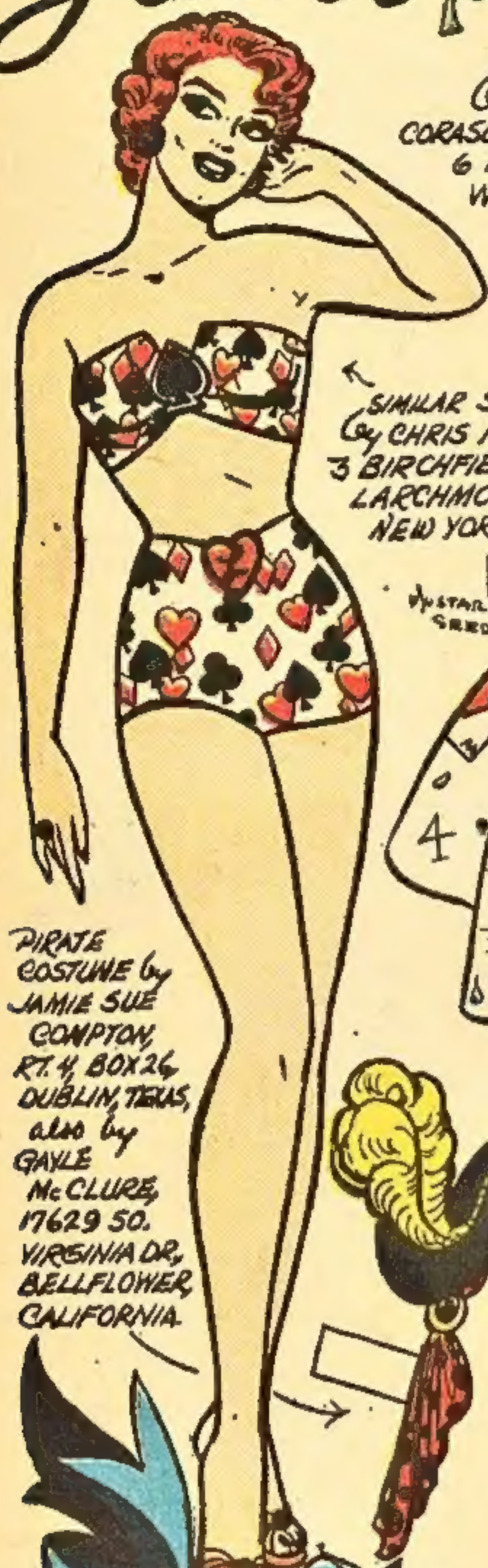
KATY'S BABY PHOTO BY BECKY ALLEN, ROUTE 1, BOX 267, SCOTT, ARK.



MANY THANKS TO ALL THE OTHER FANS WHO HAVE ASKED FOR A KATY PHOTO ALBUM STORY!



Lucky RED LORELEI FASHIONS



PIRATE COSTUME by JAMIE SUE COMPTON, RT. 4, BOX 26, DUBLIN, TEXAS, also by GAYLE McCLURE, 17629 50. VIRGINIA DR., BELLFLOWER, CALIFORNIA.

by CORASUE JOHNSON, 6 136 SOUTH WHIPPLE, CHICAGO, ILLINOIS

SIMILAR SUIT by CHRIS NOVAK, 3 BIRCHFIELD ROAD, LARCHMORDE, NEW YORK,

MUSTARD SEED



by ELISSA ANN FISHMAN, 229 FELLOWS AVE., SYRACUSE 10, NEW YORK.



by MARLENE RISIN, 17403 STOEPEL, DETROIT 21, MICHIGAN.

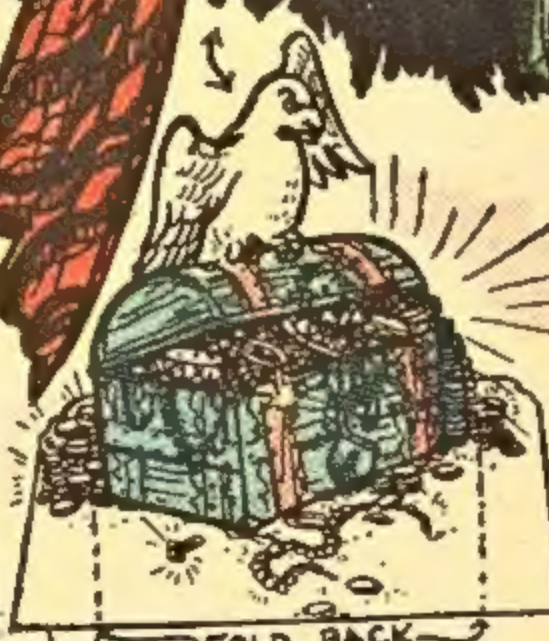
by BARBARA LANG, 1486 EAST DELAVAN AVE., BUFFALO 15, NEW YORK.



by DIANA MAE LUCAS, 23-125 CAREYVILLE ACRES, CHEYENNE, WYOMING.



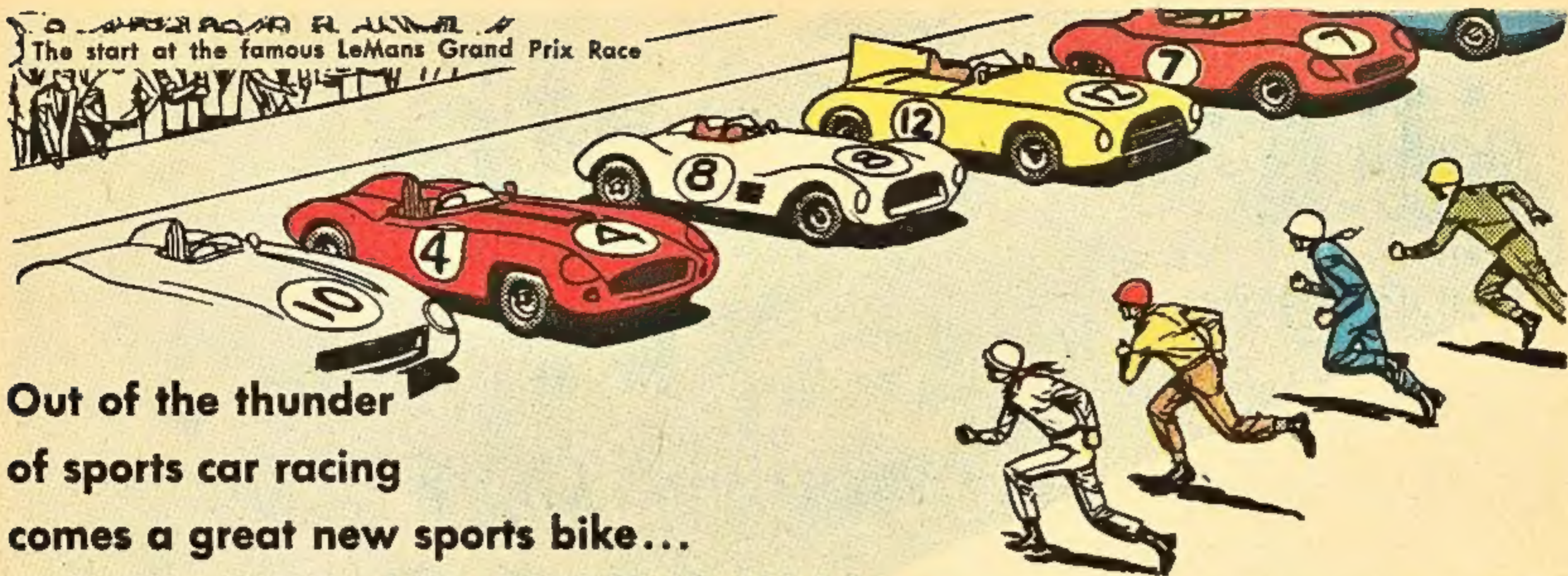
FOLD BACK



YOU CAN SEND FOR A PIN-UP OF LUCKY RED LORELEI WITH LOTS OF CHIC AND SPECTACULAR FASHIONS TO COLOR CUT OUT AND FIT ALL FOR ONLY TEN CENTS! JUST CUT OUT THIS LUCKY HORSESHOE MAIL IT WITH A DIME TO KATY AT WOGGON WHEELS RANCH, SANTA BARBARA, CALIF.

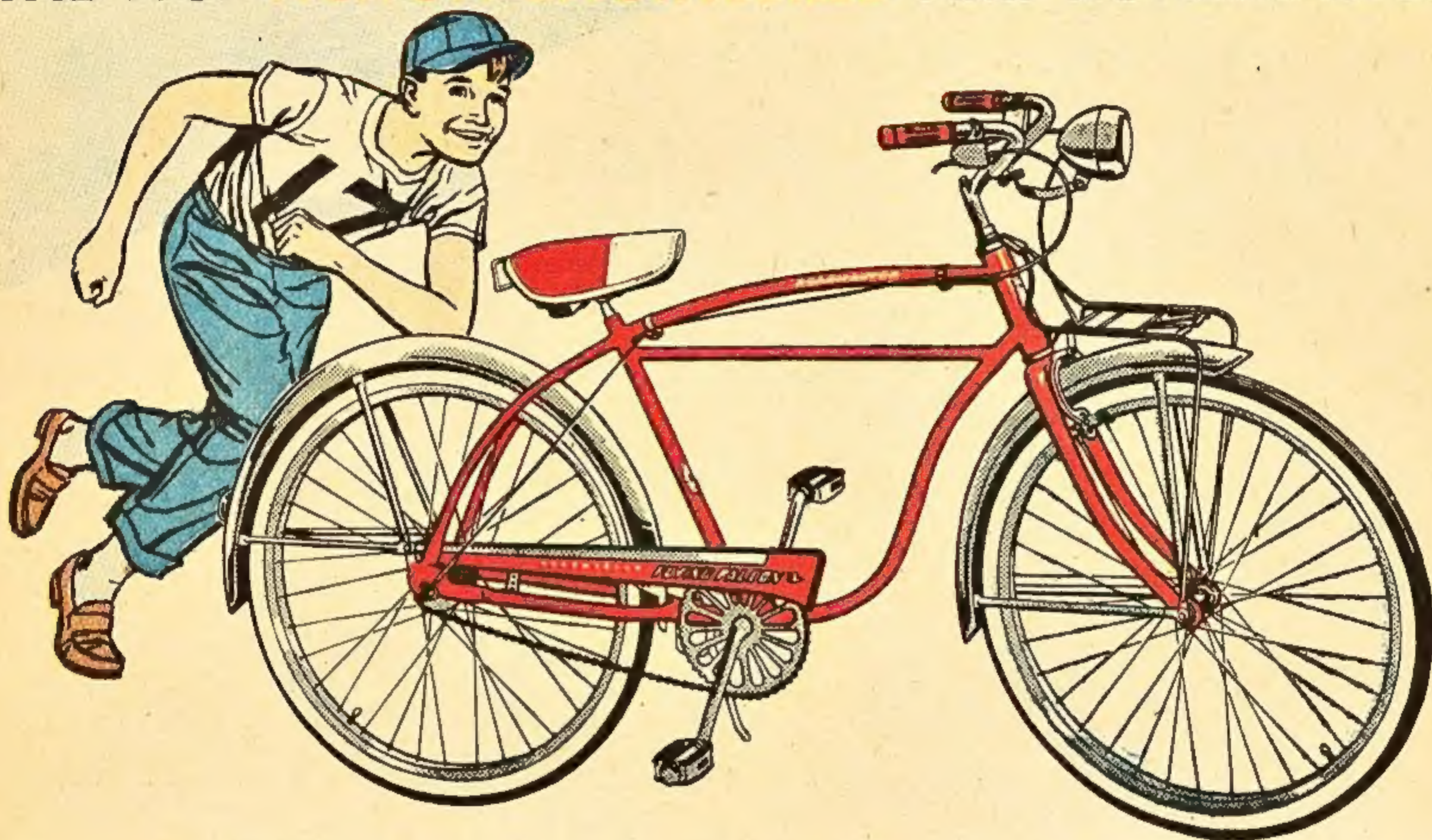


The start at the famous LeMans Grand Prix Race



Out of the thunder
of sports car racing
comes a great new sports bike...

THE 1957 **ACTION-ENGINEERED** AMF ROADMASTER



Mount this AMF ROADMASTER Flying Falcon and get set! Get set to roll on your very own version of a flashing sports car. 'Action-Engineering' gives you powerful three-speed gears for jack-rabbit starts...flattening hills...or straightaway cruising. You'll ride safer and more comfortably, too, with action-features like these: double-grip hand and foot brakes, powerful search-beam light, fast, ground-gripping 1.75 middleweight tires and racy

front luggage carrier. For the power...speed... and safety you need, ride AMF ROADMASTER... the only bike that's 'Action-Engineered' for boys who like action. See it at your dealer's soon!

MOM & DAD: Ask your AMF ROADMASTER Dealer to demonstrate the safety features of our famous reinforced, electronically welded bike frame. We guarantee it for life!

SEND THE COUPON NOW!

SEND FOR YOUR FREE
32-PAGE FULL-COLOR BOOK...



Another **Amf** Product
ROADMASTER
BICYCLES

AMF CYCLE COMPANY
Little Rock, Arkansas
AC-708

Send me immediately my free copy of "Bud Wins His Wings" the story of how to ride, service and play games with bikes. AC-708

NAME.....



ADDRESS.....


CITY.....ZONE.....

STATE.....



Katy as a MERMAID

WRITTEN AND ILLUSTRATED BY BETTY LOU MORSE (AGE 14)
210 W. FRONT ST., KEYPORT, NEW JERSEY.

1  **K.T.** was 




peacefully and was dreaming
she was a very  utiful


on the  of the 

She was sitting and  ing her long black hair when
suddenly a BIG  came crawling over **2** her.

1 of his long tentacles reached out and wound
itself around her  She screamed **EEEEK!**
and tried **2** free herself but the  only laughed
and laughed as he carried her away.

Just then  who was a mer-  heard her screams
and came **SWIMMING** over to res  He took
one good  at the  and knocked him out
cold as a mackerel and swam away with

 "Oh" said **K.T.** Let me thank you by giving **U**
 " Just then the darn  went off!

K.T. awoke suddenly and said, "Shucks! now I'll have
2 wait 'til **2**  to **C** how my dream ends!"

KRAZY KATY KEENE Jokes

By Bill Woggon
AND
KATY'S FANS



KATY, WHAT
DO YOU ALWAYS
LOOK FOR BUT
NEVER HOPE TO
SEE?

AHH-H! DOESN'T
THAT FRESH
MOUNTAIN AIR
SMELL GOOD?

EEEEK!
IT WON'T SMELL
GOOD FOR LONG!

I GIVE
UP, CHUBBY!

A RUN IN
YOUR HOSE!
(CHUCKLE
CHUCKLE)

KRAZY LETTERING AND JOKE ABOVE
BY JUDY RUBIN 105 PRINCIPAL LANE,
OAK RIDGE, TENNESSEE.

POSES, FASHIONS, ETC.,
BY MARY MANSELL,
4507 TERRACE DRIVE,
SAN DIEGO, CALIFORNIA



COME ON IN,
KATY! THE WATER'S
FINE!!

AND GET MY
NEW SWIM SUIT
ALL **WET**.. I
SHOULD SAY NOT!

JOKE, POSES, SWIM-SUITS
ETC., ALL BY
DENELOPE DRYSDALE,
8035 N.W. 13TH CT.,
MIAMI 50, FLA.

TO
THE BATH
HOUSE

I CARRY MY INK SUPPLY IN MY PURSE

I CARRY MINE IN MY POCKET

SHEAFFER'S

NEW

CARTRIDGE PEN

JUST DROP SKRIP CARTRIDGE INTO BARREL, AND WRITE!

\$2.95

with 2 Skrip cartridges

Extra cartridges available in handy 5-pack

The fountain pen that fills like a ballpoint!

©1957, W. A. Sheaffer Pen Company, Fort Madison, Iowa

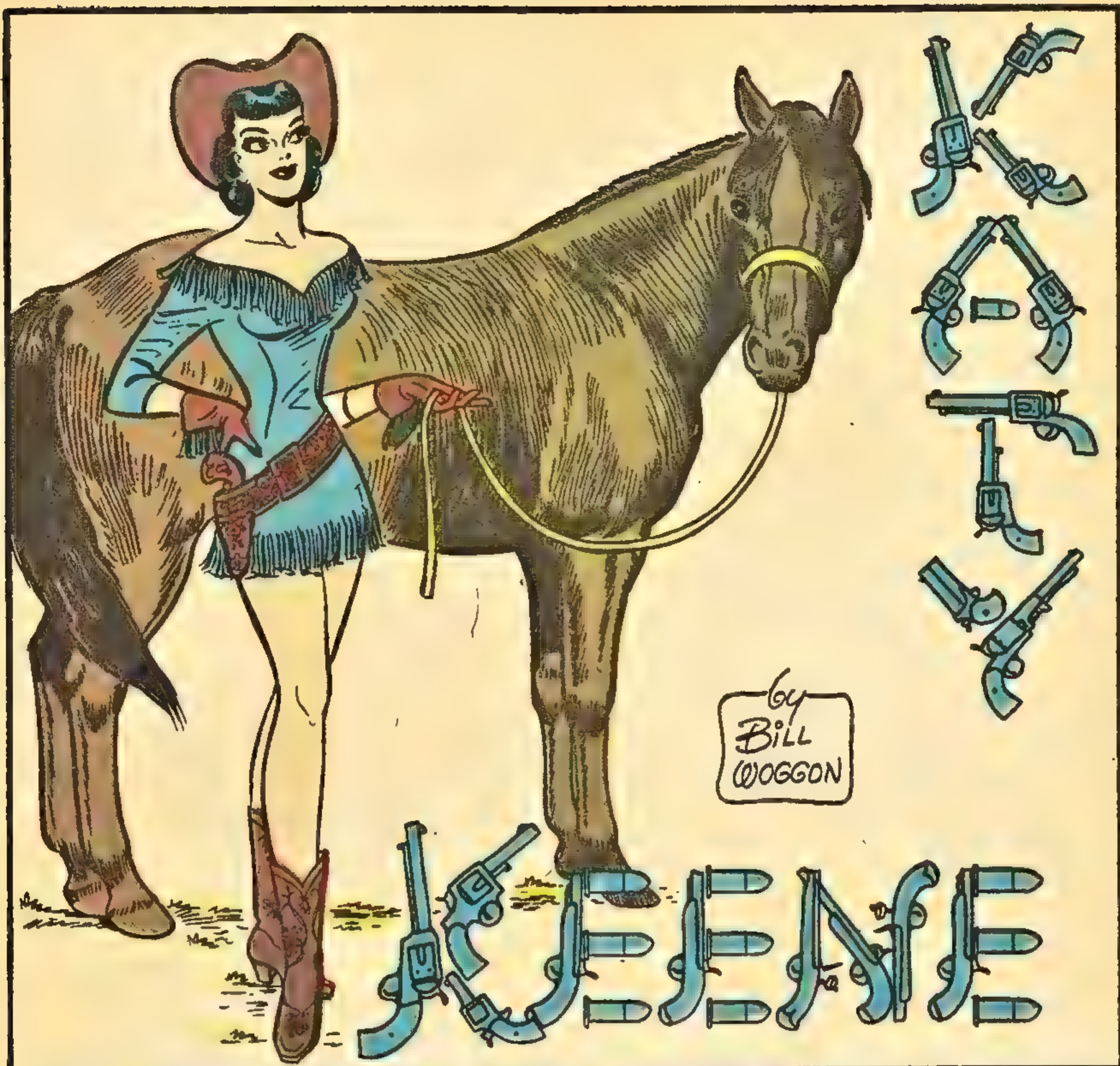
YUK! YUK!
THEY'RE NEW!
THEY'RE GREAT!
THEY'RE THE LATEST!

KATY KEENE
FIRST ISSUE
Glamour
10¢

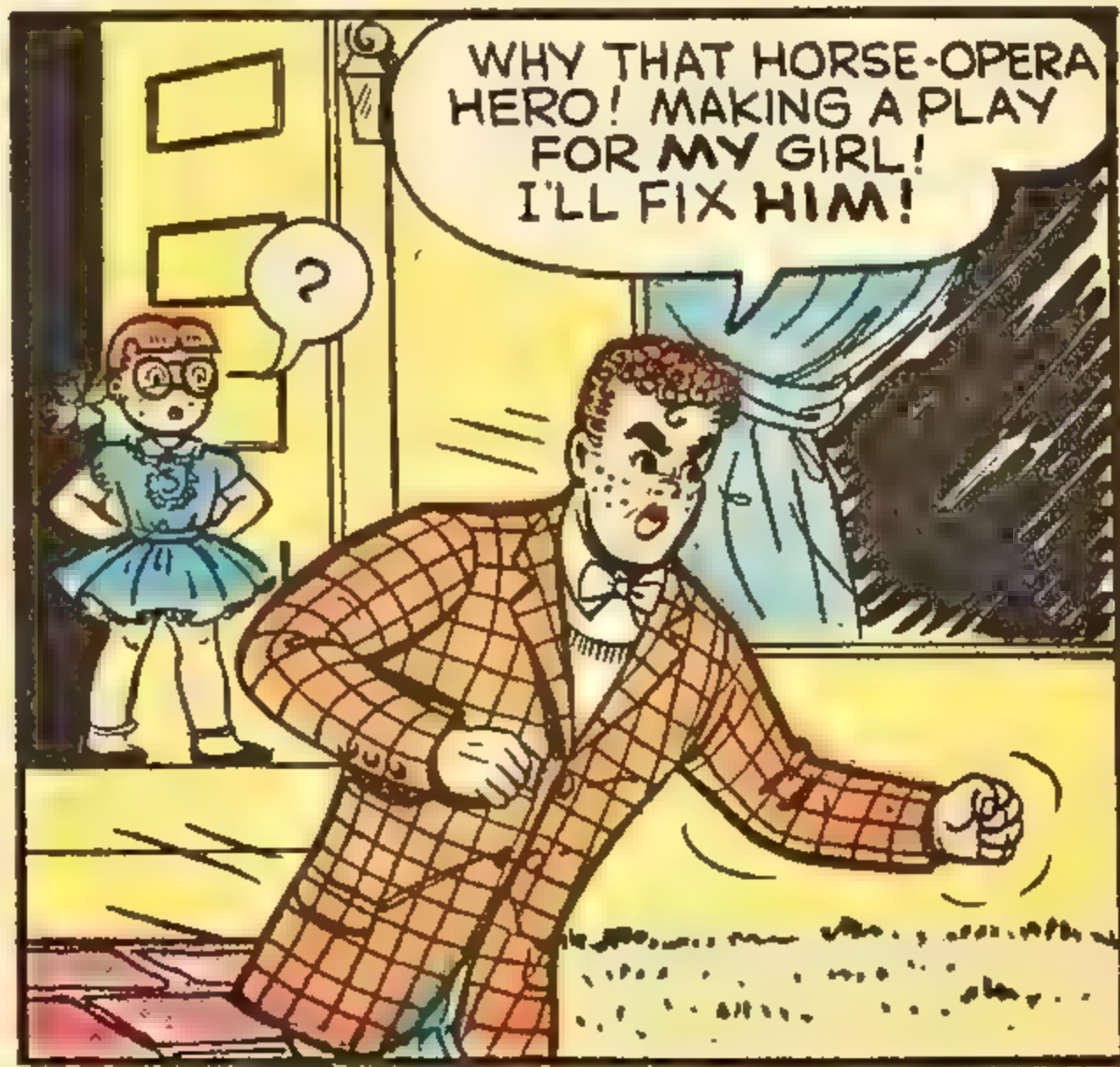
Little Archie in
ANIMAL LAND
FIRST ISSUE
10¢

THEY'RE TWO FUN-FILLED BOOKS OF THE ARCHIE SUMMER SERIES!

THESE ARE TWO OF THE JAM PACKED, LAFF-LOADED BOOKS THAT ARE SALE RIGHT NOW! IF YOU CAN'T FIND THEM ON YOUR NEWSSTAND, SEND IN 10¢ IN COIN TO ARCHIE SUMMER SERIES ROOM 603, 241 CHURCH ST., NEW YORK 13, N.Y.

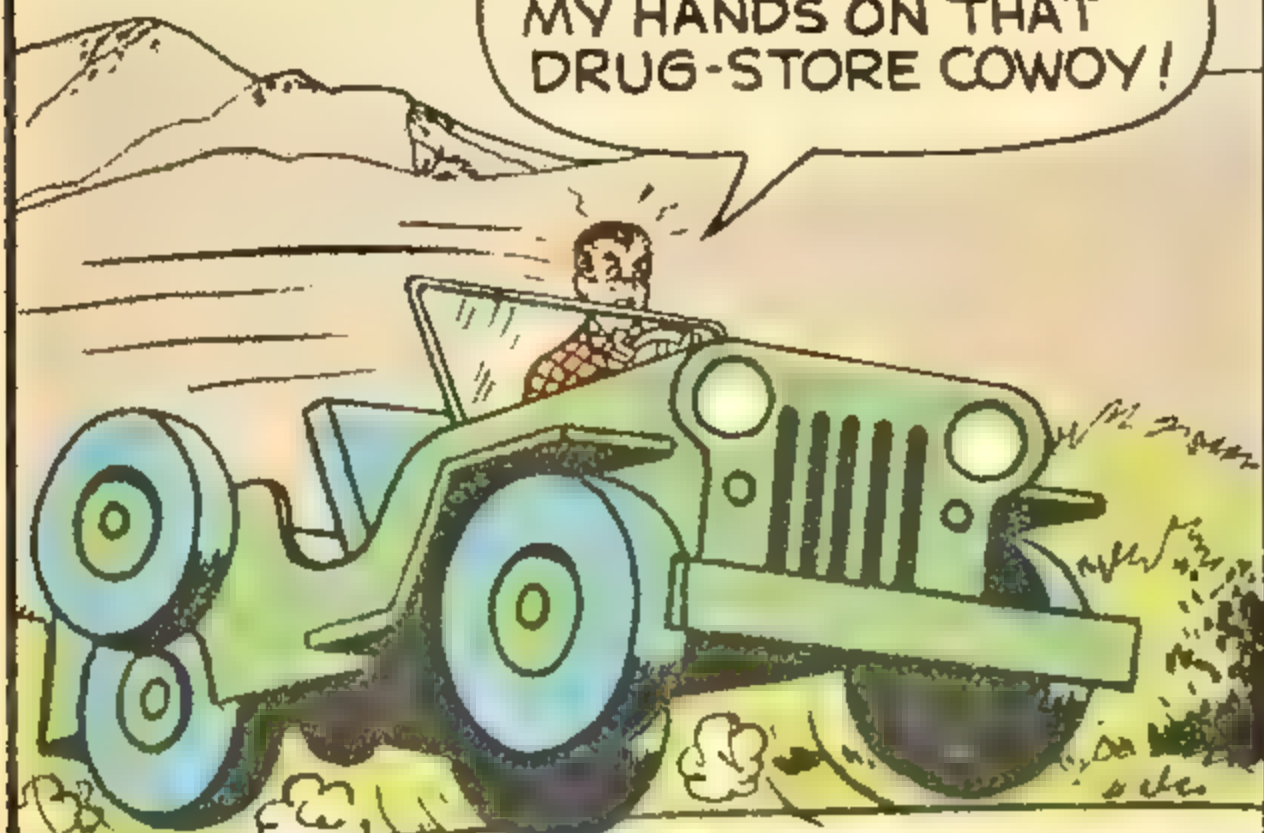


KATY'S WESTERN OUTFIT, POSE + PISTOL LETTERING by CARLA SUE UMFLEET, 1215 MARILYN ST., MEMPHIS, TENN.



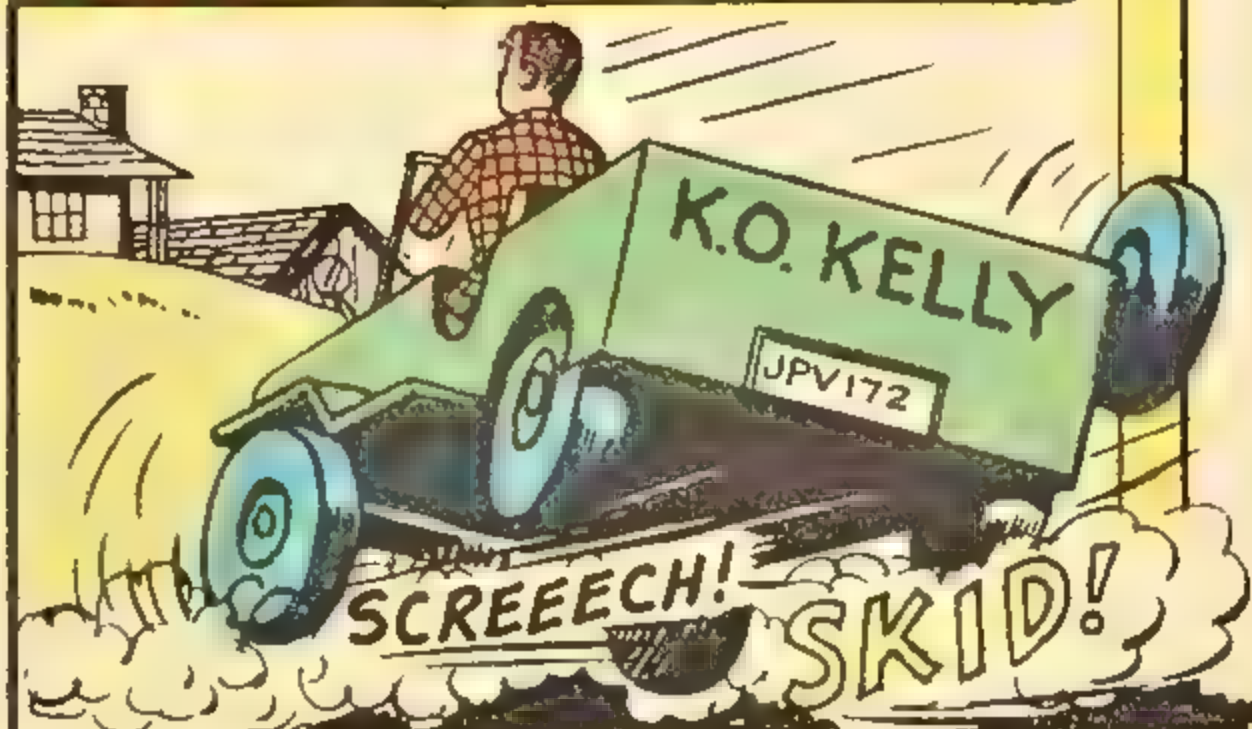
K.O.'S JEEP ROARS DOWN CALIFORNIA
HIGHWAY 150~~~

JUST WAIT TILL I GET
MY HANDS ON THAT
DRUG-STORE COWBOY!



He skids through the gate of
Curly Cassidy's 2-C Ranch!

2C RANCH



K.O. finds Katy and Curly behind the stables~~~
Curly is showing off his skill at pistol handling~~~

PUT UP YOUR HANDS, YOU
CURLY WOLF! I'LL TEACH YOU..

WHY K.O.!
WHAT...?



KATY'S WESTERN COSTUME by LAREN HINTON, 510 HAMBURG, ST. JOSEPH, MO.

C'MON! PUT 'EM UP!
ARE YOU **SCARED**
TO FIGHT?

WHAT'S TO
FIGHT ABOUT?

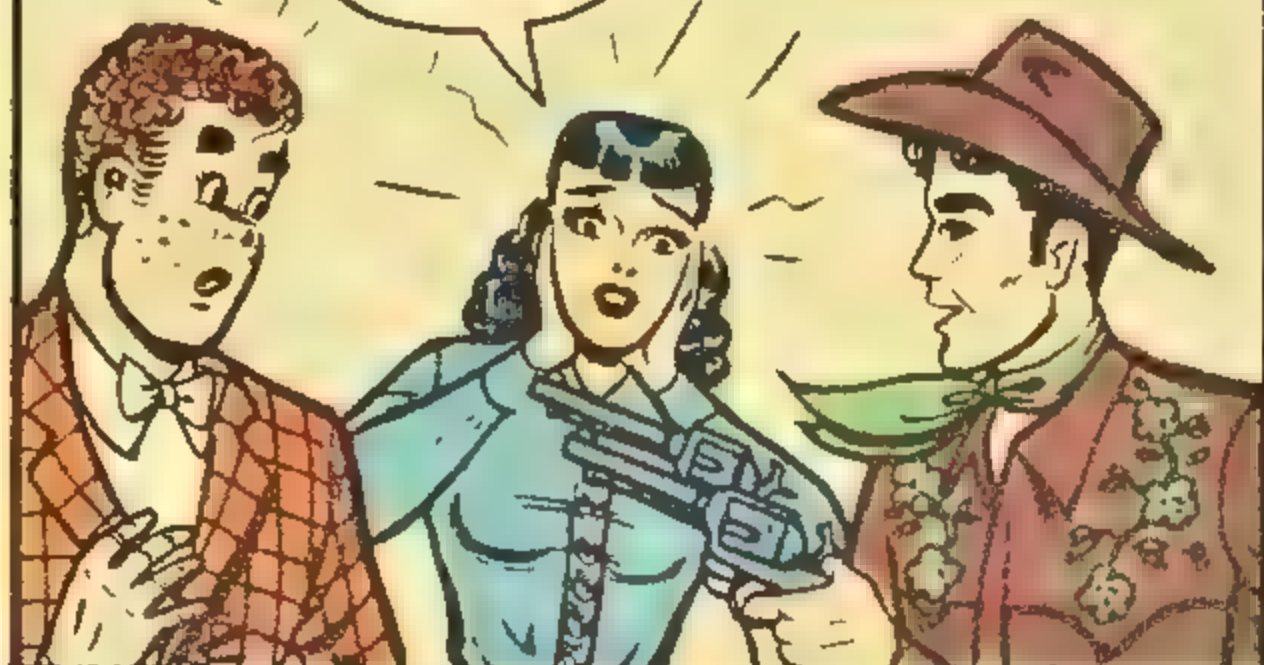
K.O.!
STOP IT!



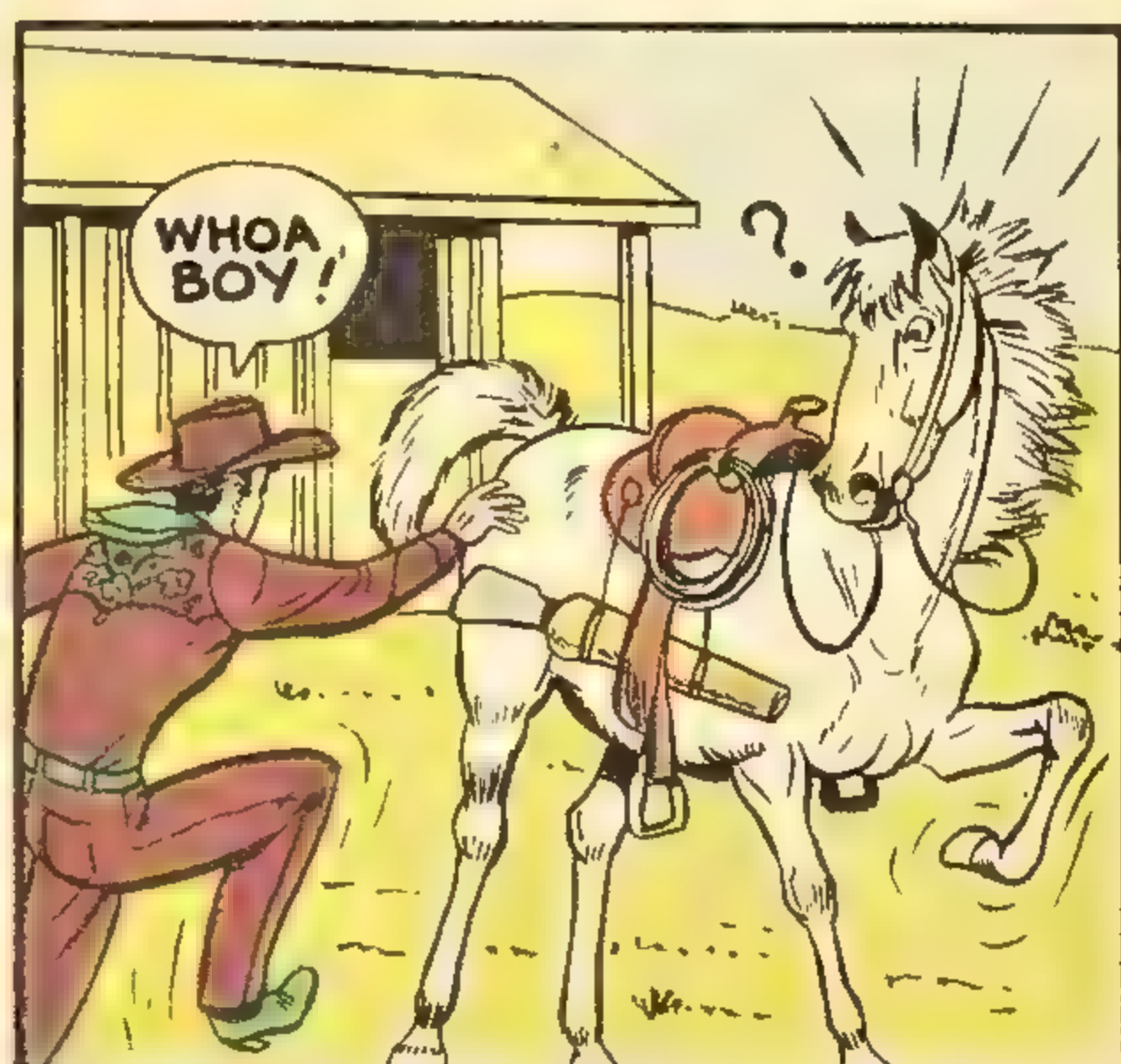
ANYWAY, I'D BE **STUPID** TO FIGHT YOU...
YOU'RE A **PROFESSIONAL**! LET'S TRY
GUNS AND SEE WHO'S SCARED!

CURLY!
NO!

GULP!



CURLY CASSIDY'S COWBOY OUTFIT by SHEILA HARMS, LEAVENWORTH, WASH.



AS K.O. RUNS UP CURLY MOUNTS AND SNATCHES THE RIFLE FROM THE SADDLE SCABBARD...

YOU HAVEN'T GOT THE NERVE TO USE IT!



I WARNED YOU, KELLY! DON'T MESS WITH ME!

I'LL WRAP THAT RIFLE 'ROUND YOUR NECK LIKE A NECKTIE!



MAYBE YOU WON'T BE SO HOT-HEADED NOW! THAT'LL COOL YOU OFF! TEE HEE

BLUB! GASP! CHOKE! OH, NO! NOT ANOTHER WATER GUN!

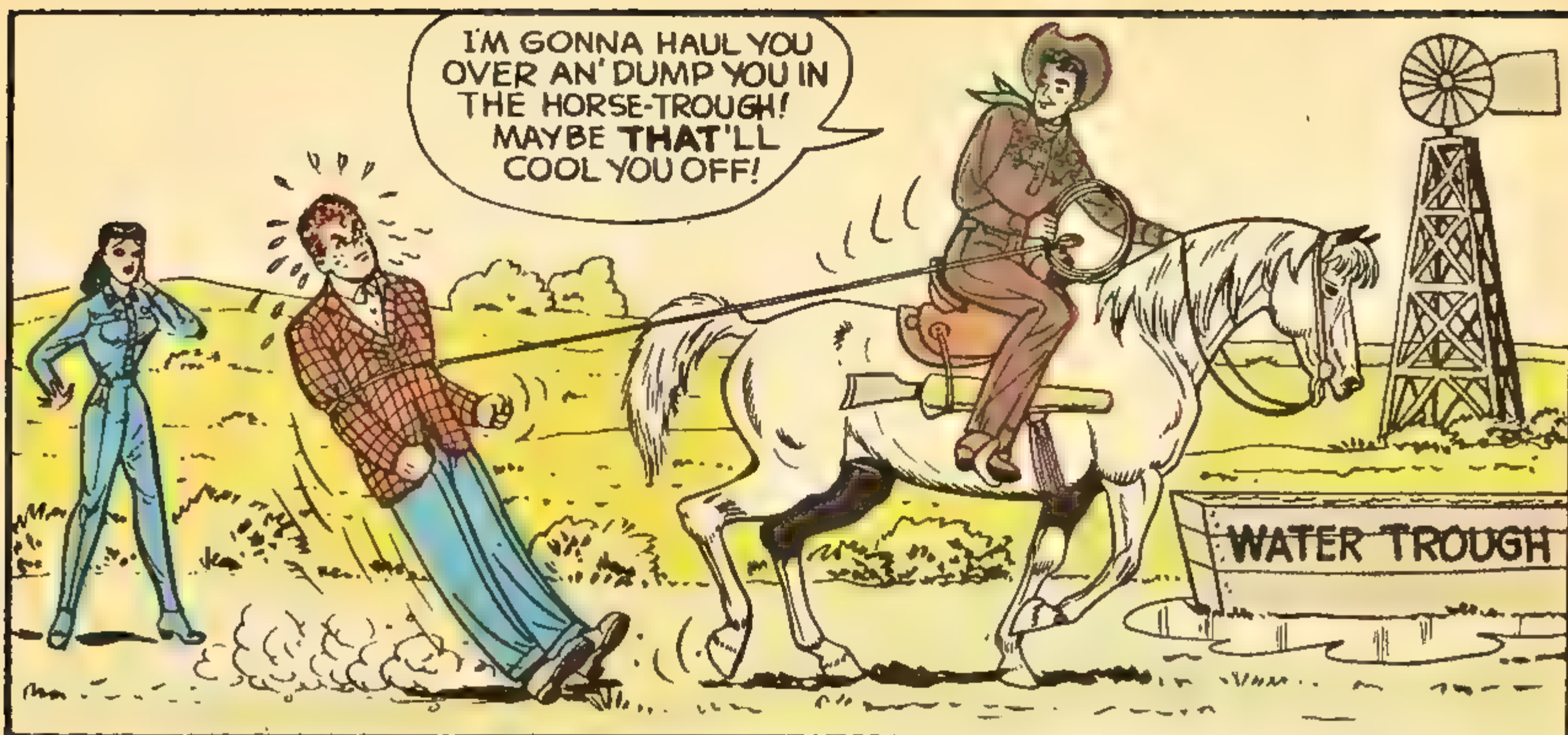
WELL, HERE WE GO AGAIN!

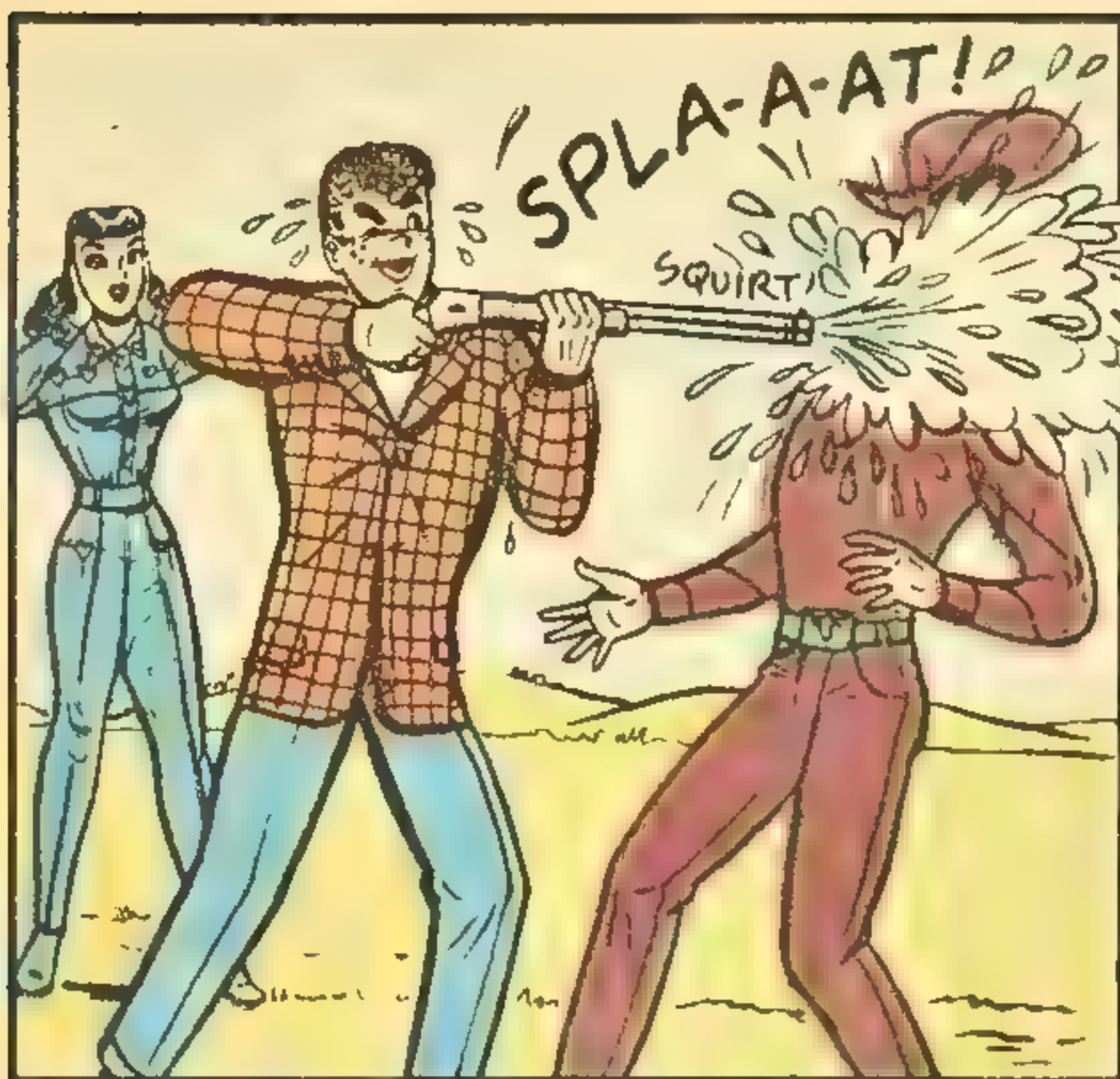
SPLA-A-AT!!



As K.O. wipes the water from his eyes, Curly sheathes the water gun and grabs his lasso...

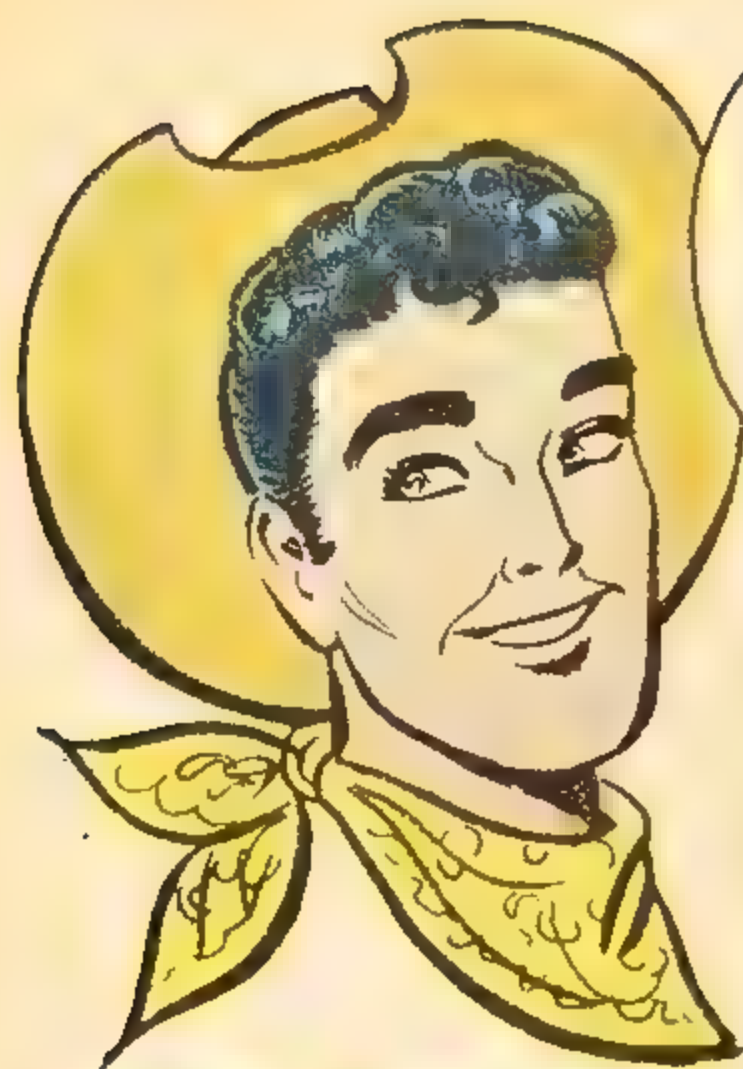






HERE IS A PIN-UP OF KATY AND CURLY ON THE MOVIE SET, FOR YOUR PIN-UP COLLECTION.





WELL, K.O. AND CURLY GOT PRETTY WET, BUT IT WAS ALL IN FUN, AND ENDED WITH NO HARD FEELINGS... NOW, ALL THREE OF US WANT TO REMIND YOU OF A FEW THINGS CONCERNING GUNS!



GUN



TIPS

*Shooting is fine sport, but **NEVER FAIL** to be **CAREFUL!***

THERE ARE MANY RIFLE CLUBS AND EXPERIENCED PEOPLE ANXIOUS TO TEACH YOU THE PROPER HANDLING OF A GUN, AND SAFETY RULES FOR HUNTING OR TARGET SHOOTING... IF POSSIBLE, GO TO ONE OF THEM!

NEVER CARRY A **LOADED** GUN IN A CAR!

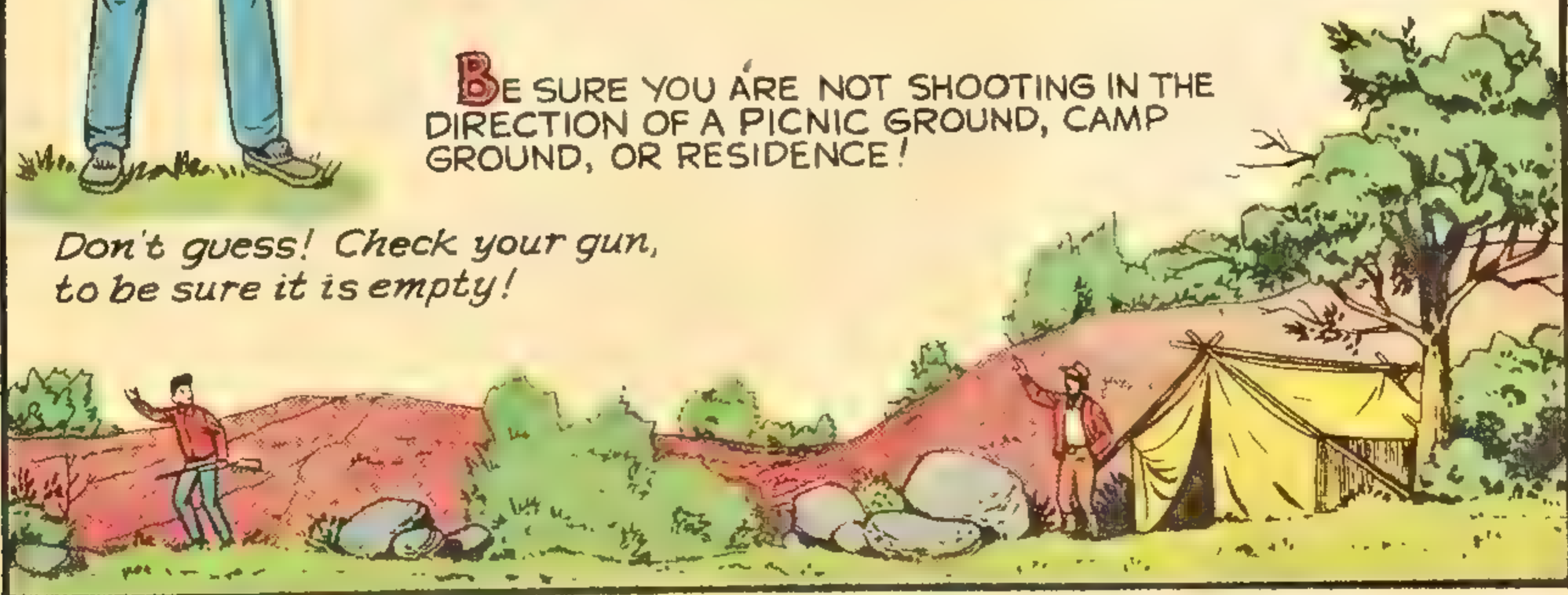
NEVER KEEP A **LOADED** GUN IN THE HOUSE!

NEVER AIM A GUN AT **ANYONE**, EVEN IN PLAY, EVEN IF YOU **KNOW** IT IS NOT LOADED!

WHEN SHOOTING AT A TARGET, **ALWAYS** FIRE TOWARD A BANK OR HILL, OR A BACKSTOP OF SOME KIND! EVEN A .22 CALIBER BULLET IS DANGEROUS FOR OVER A **MILE**!

BE SURE YOU ARE NOT SHOOTING IN THE DIRECTION OF A PICNIC GROUND, CAMP GROUND, OR RESIDENCE!

Don't guess! Check your gun, to be sure it is empty!



KATY KEENE in



"A RIPPING GOOD TIME"

THIS STORY WAS SUGGESTED BY LESLIE WHITE, 175 MIRA MAR DR., CAMARILLO, CALIF

One  K.T. went  fly  cause she had
 get up at the  of dawn to report  the 
Soon she was fast  dreaming she was already there
dressed in a  beautiful  ready  play her part w 
who should appear on the set but  and  Gloria
struts over   and says, "Take off that gown! Danny
gave me that part instead of !"  looks over  
and says, "Danny, You didn't?" "I'm s-sorry , b-but I
had !"  stammers!  with  in her 
 at Gloria, "I won't give you this gown! I won't!"
 says, "Oh yes you will!" and starts  the 
off   "STOP!" yells  "I'll show you!" as she rips
Gloria's  soon they're having a 
 awakens hearing  yelling and ripping and runs
into her room only  find  had walked in her sleep
and was tearing up  of her own  beautiful gowns into 
Sis yells, "Jeepers! Wake up, Katy!"  awakens and cries, "Oh,
that Gloria! she made me do this!"  just stood there  wildered.

NEW STORIES

Now! KATY KEENE

STEPS OUT

THE MOST EXCITING! THE MOST SPECTACULAR!
THE MOST GLAMOROUS! THE MOST SPARKLING!

NEW GIANT
ANNUAL No. 4



NEW PIN-UPS

NEW CUT-OUTS

NEW FASHIONS

NEW CARS

ALL NEW!

CLIP!
MAIL NOW!

ORDER YOUR COPY NOW!
MAIL THIS COUPON BELOW
WITH 25¢ (35¢ IN CANADA)

PLEASE NOTE KATY'S ADDRESS! DO NOT SEND TO KATY & V. WOGGON WHEELS RANCH

KATY KEENE ANNUAL NO. 4

ROOM 603, 241 CHURCH ST., NEW YORK 13, N.Y.

GENTLEMEN: ENCLOSED PLEASE FIND 25¢ IN COIN
(35¢ IN CANADA) PLEASE SEND ME THE NEW NO. 4
KATY KEENE ANNUAL (PLEASE PRINT PLAINLY)

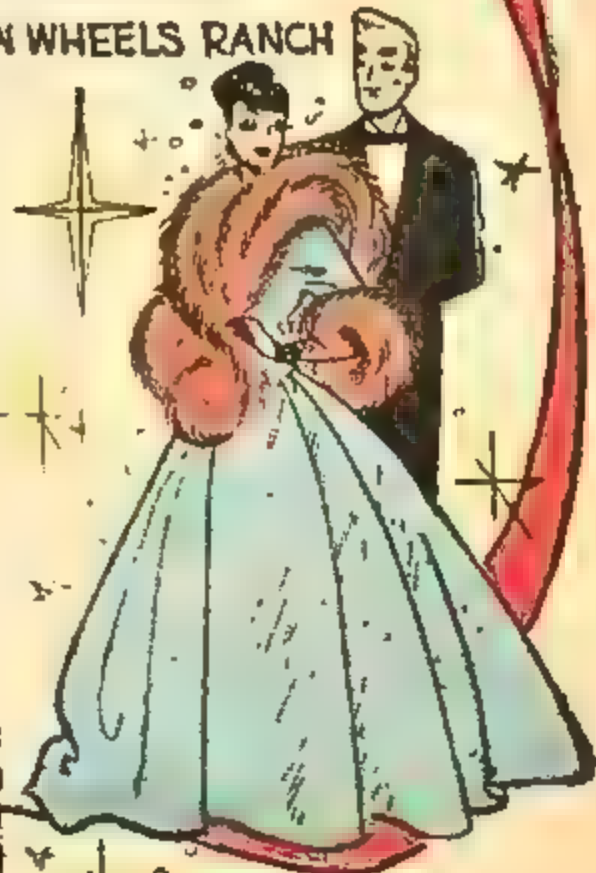
NAME.....

ADDRESS.....

CITY.....

ZONE.....

STATE.....



KATY

E E N E

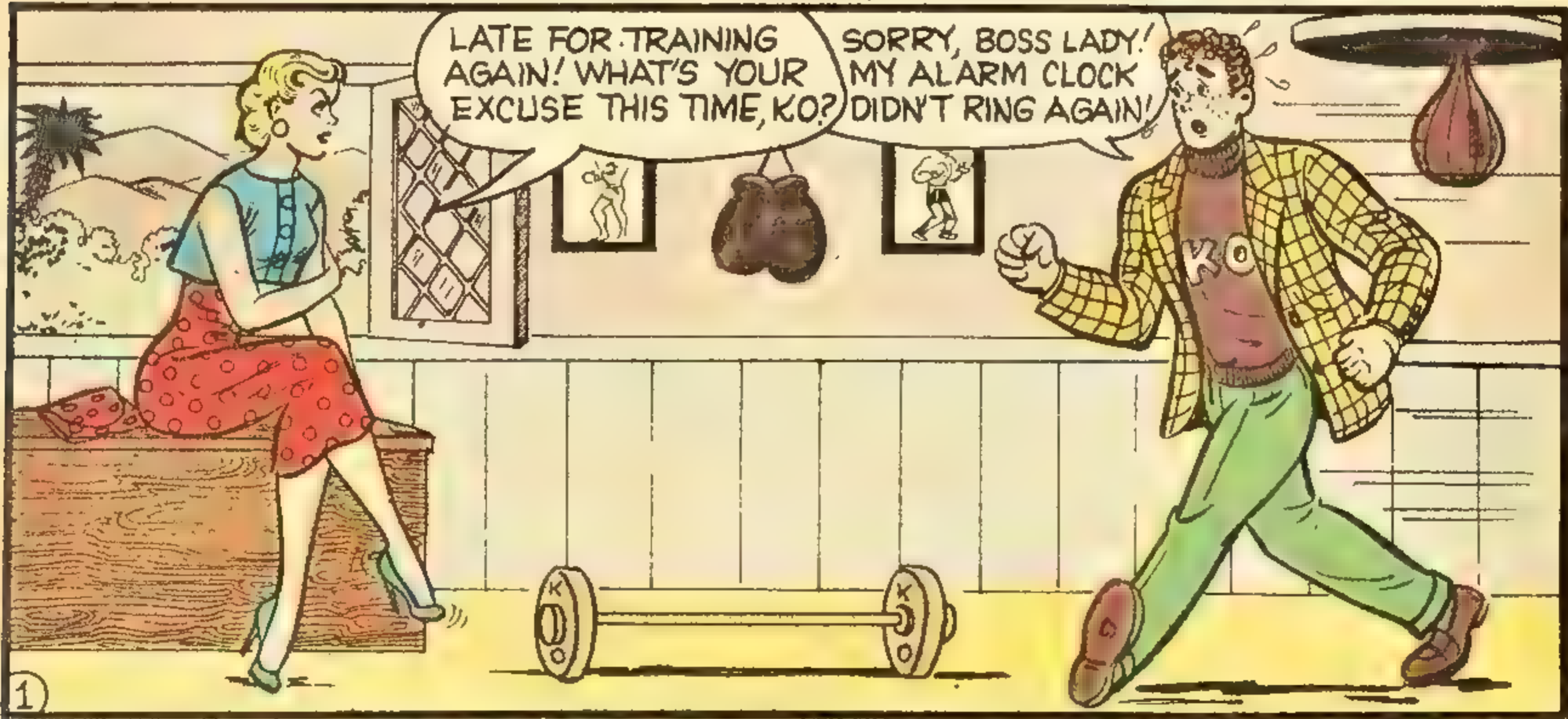
64
Bill
WOGGON

NO DATES WITH
K.O. FOR AWHILE--
GLORIA IS TRAINING
HIM FOR HIS NEXT
BIG FIGHT!

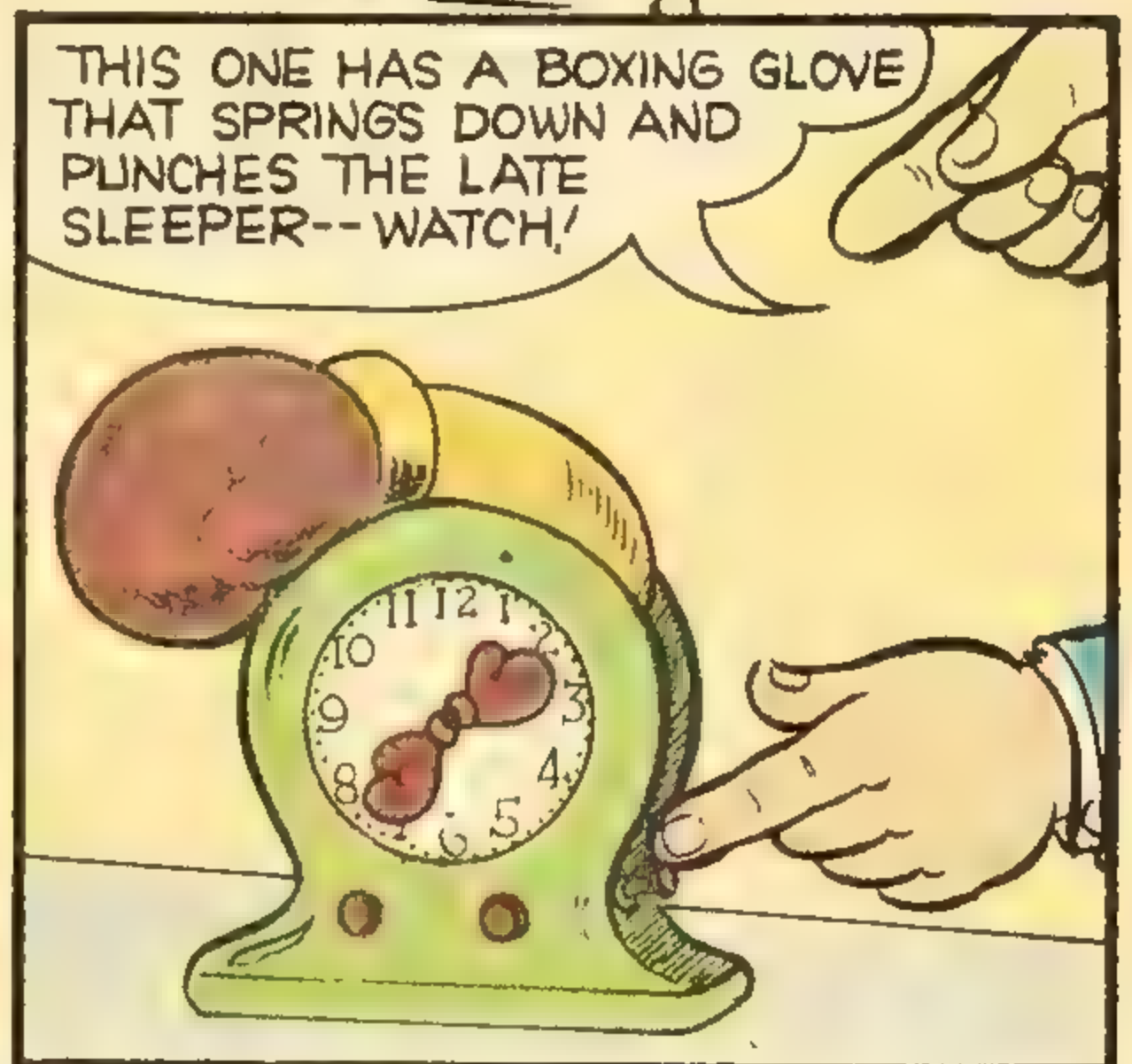
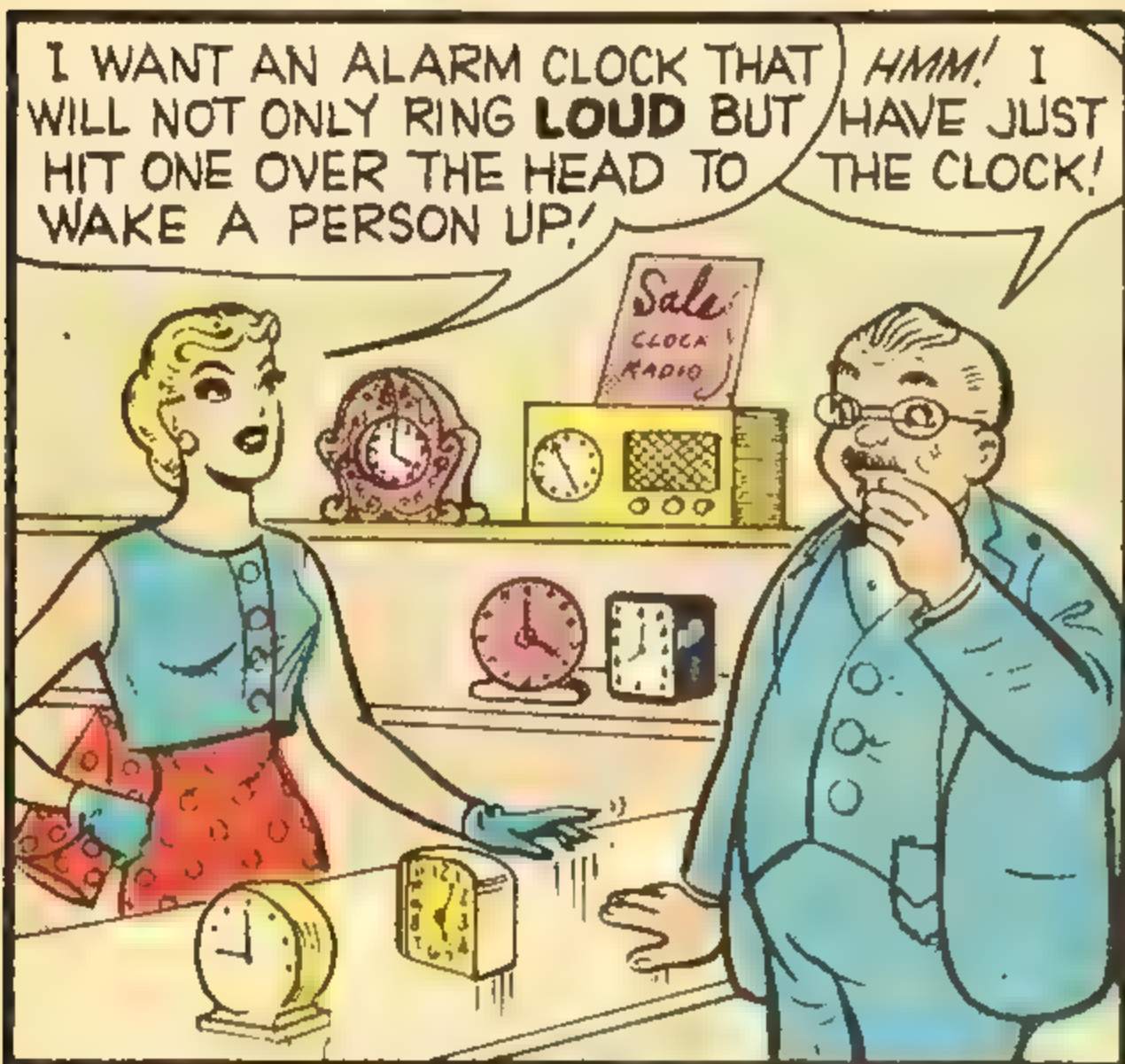
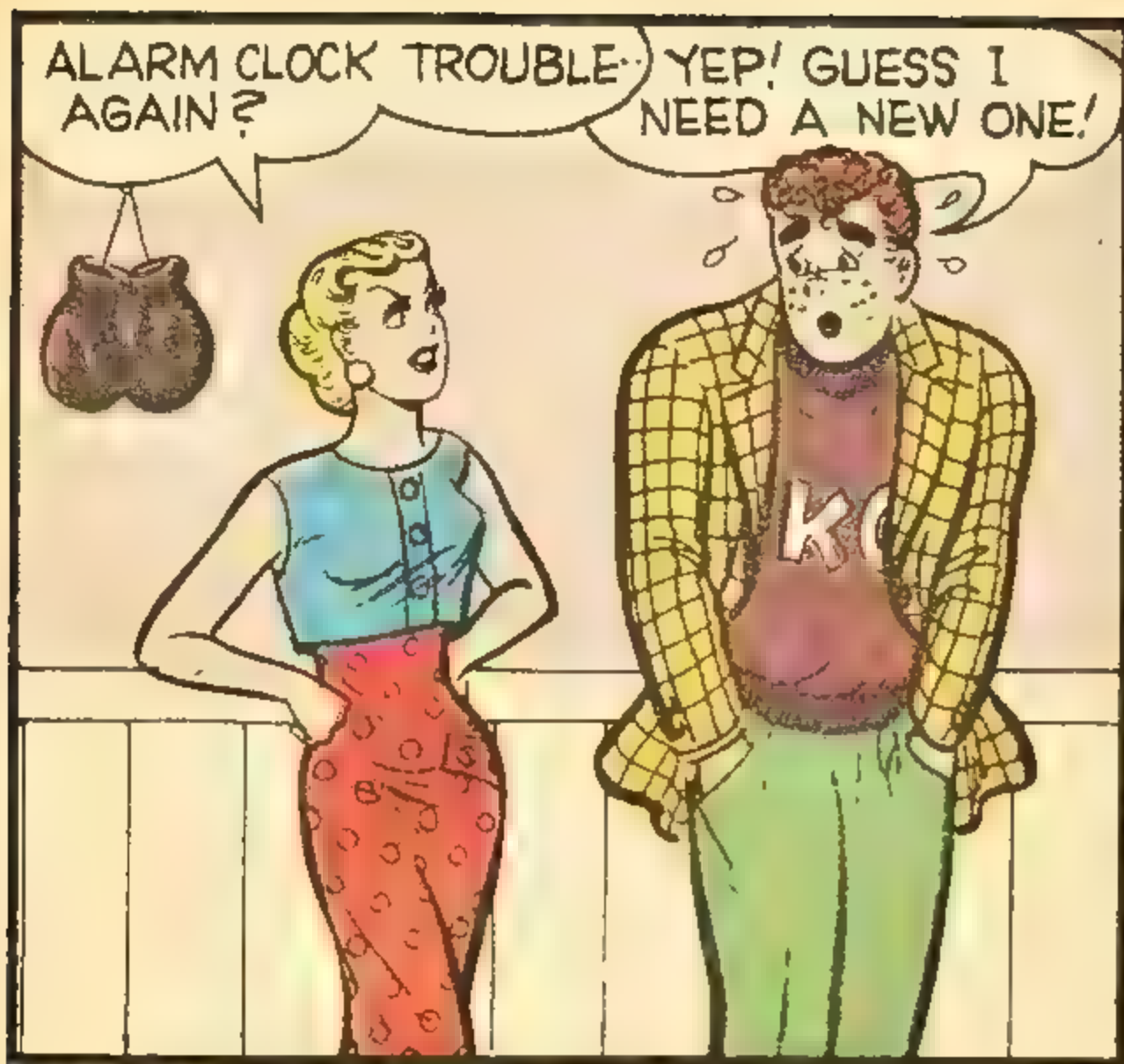


KATY'S HEAD, HAIR-DO,
LETTERING AND ALL 64
BARBARA FREYER,
196 ADAMS ST.
AGAWAM, MASS.
(AGE 14)

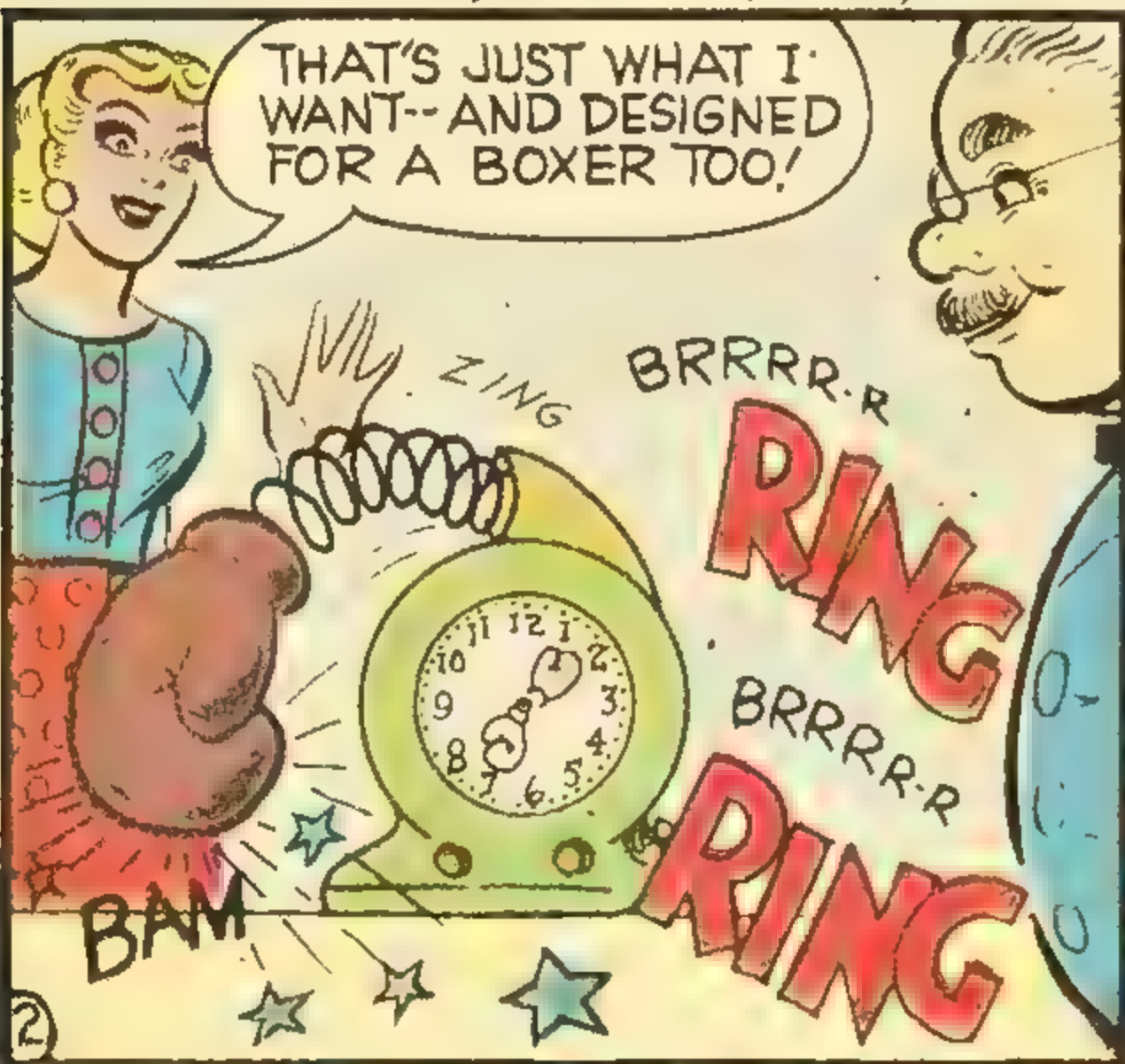
READERS NOTE:
THE CLOCK (ON NEXT PAGE) THAT INSPIRED THIS STORY DESIGNED 64 JACK VINSON, R.R. 12, BOX 270A, OAKLANDON, IND.

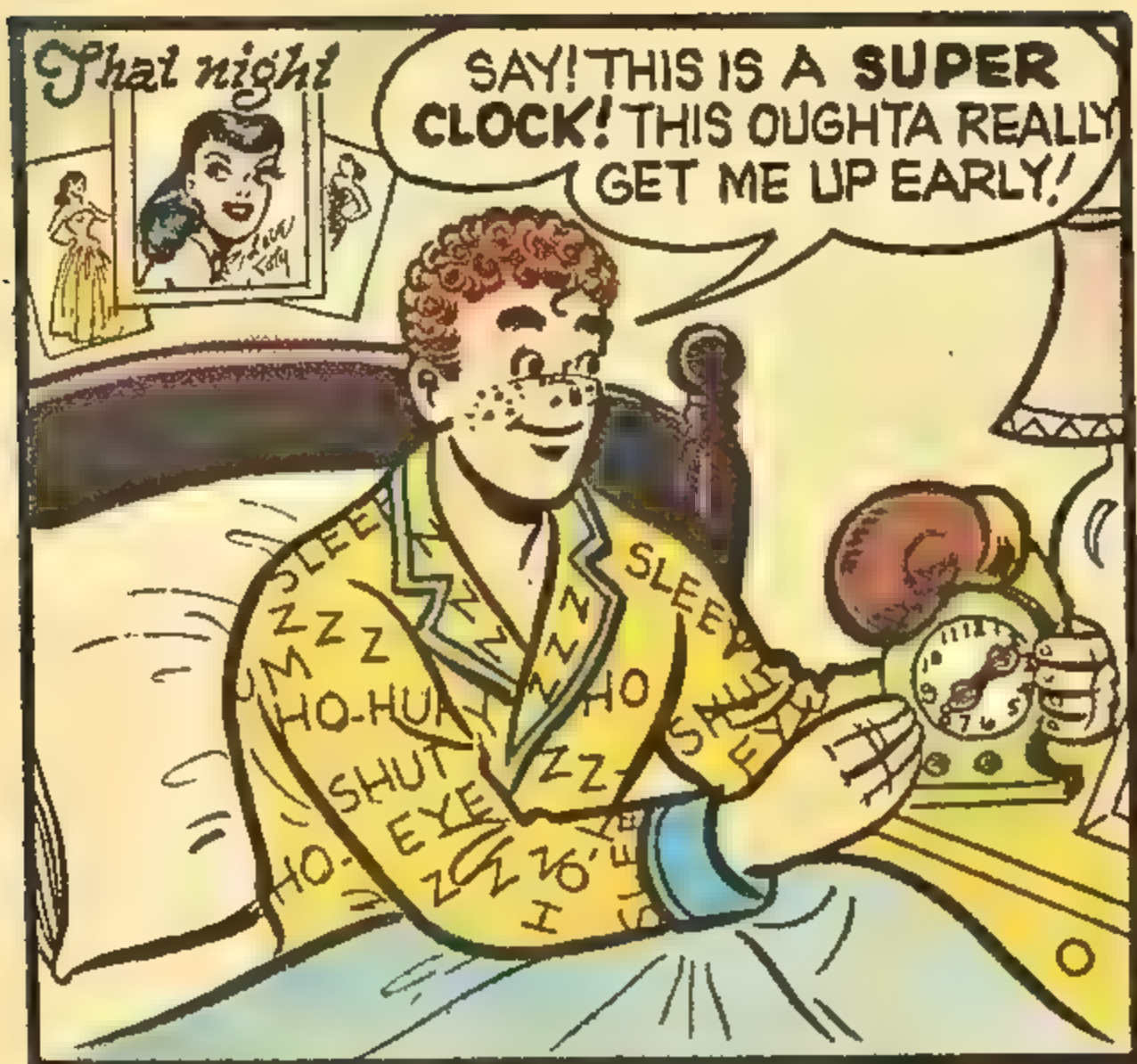


GLORIA'S DRESS & HANDBAG 64 MARGARET ANN MOORE, 919 BOSTON AVE., MARION, ILL.

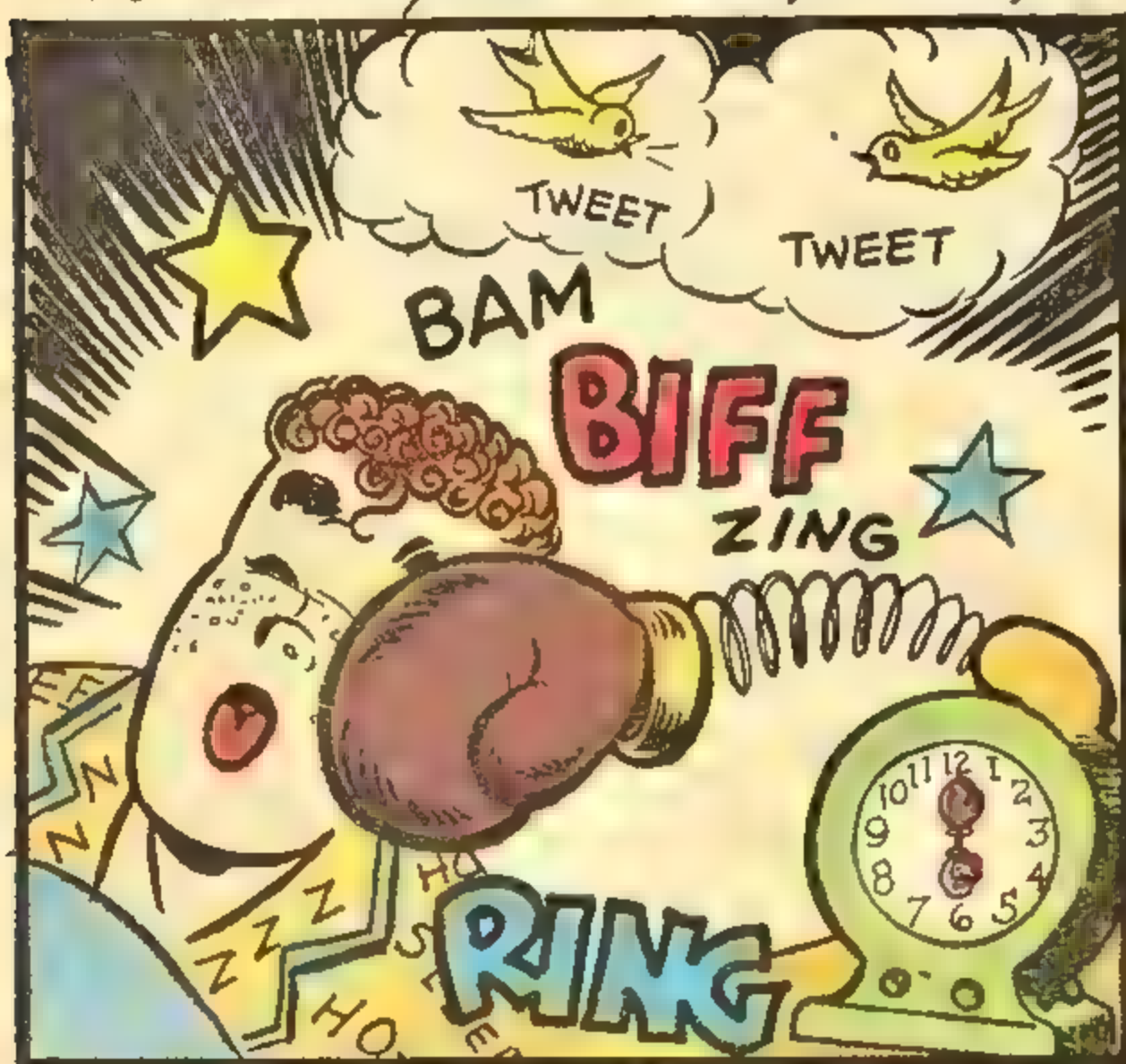


K.O.'S GYM OUTFIT, BAR-BELL, ETC. 64 CAROL BRANDT, 209 NEW YORK AVE, UNION CITY, N.J. (AGE 12)

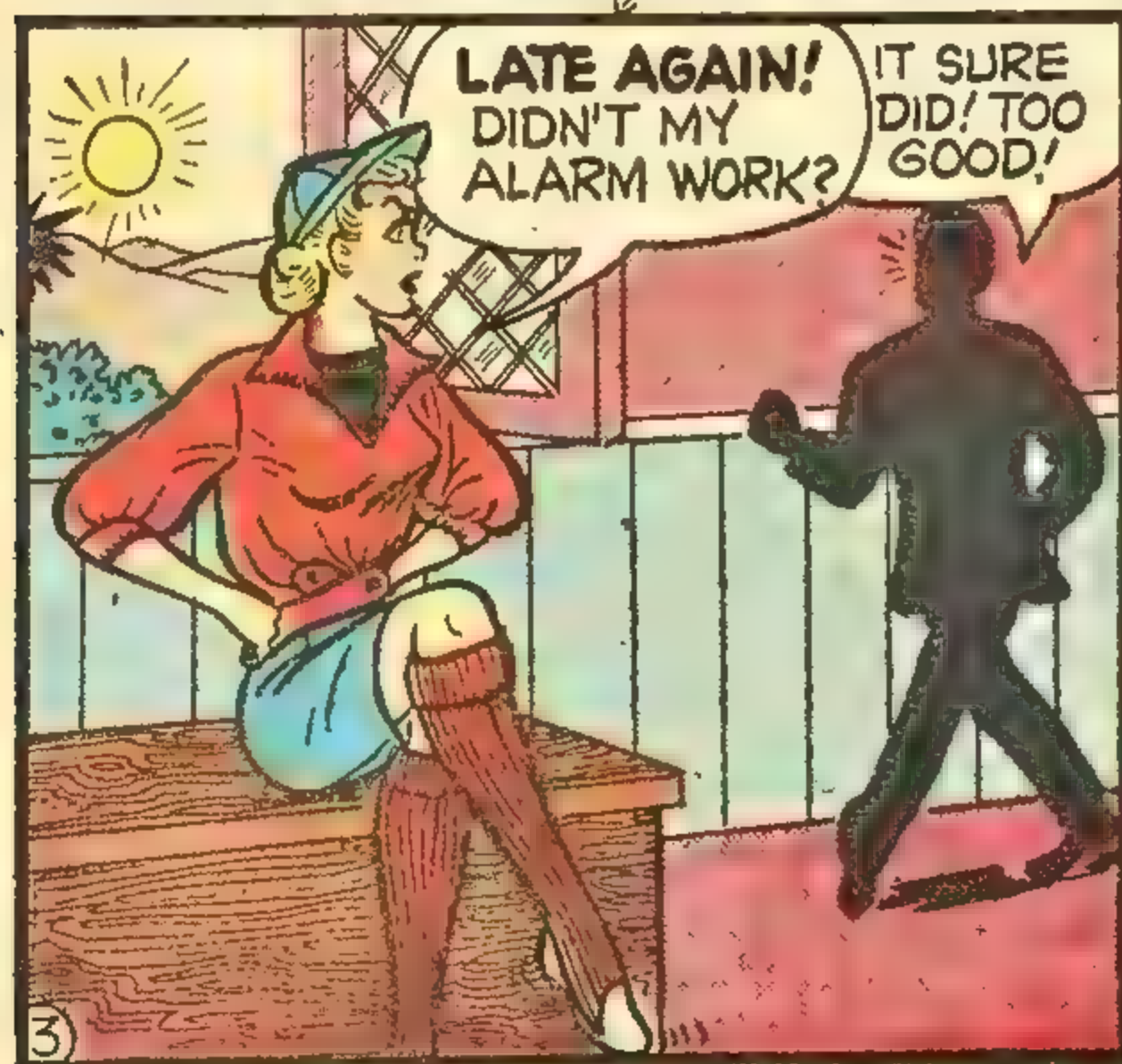




K.O.'S PAJAMAS by SYLVIA HOUSTON, 2822-25, LUBBOCK, TEXAS.




GLORIA'S OUTFIT BELOW by MARY FRANCES CAMP, RT. 2, BOX 96, PALMDALE, CALIF. (AGE 16)

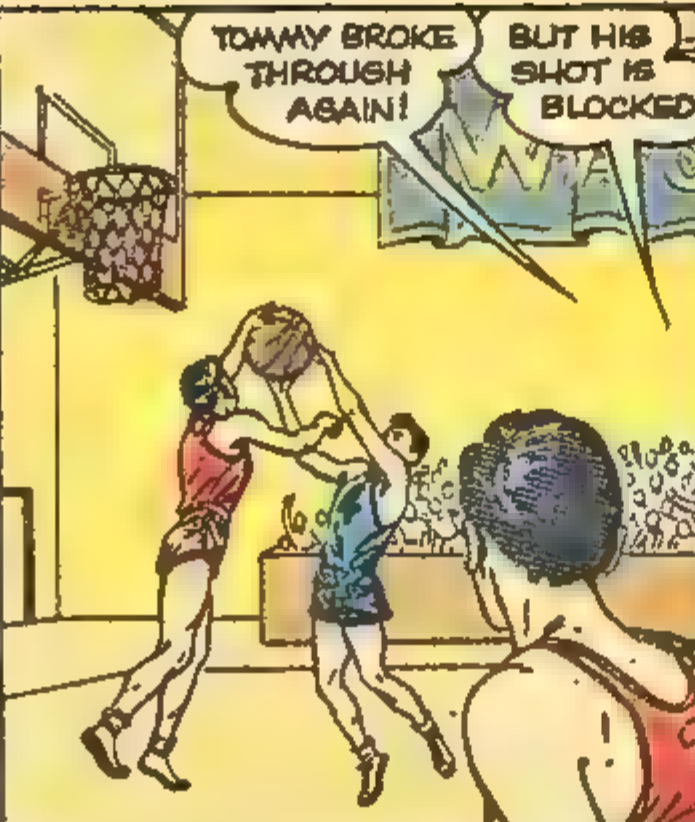


THE END!

George Mikan teaches Tommy the hook shot!



TOMMY BROKE THROUGH AGAIN! BUT HIS SHOT IS BLOCKED!



GEE, MR. MIKAN! WHY IS IT THAT I GET OUT-JUMPED SO OFTEN?

IT'S THOSE ORDINARY SNEAKERS YOU'RE WEARING, TOMMY...NO TRACTION...YOU KEEP SLIPPING. HERE, TRY THESE ON




THESE ARE U.S. KEDS, TOMMY. THEY HAVE MOLDED SUCTION SOLES THAT CLING TIGHT TO THE FLOOR... GIVE YOU SURE FOOTING

BOY! THEY SURE FEEL GREAT!



HERE'S A SHOT THAT'S HARD TO BLOCK...THE HOOK SHOT. YOU TAKE A SHORT BACKWARD STEP, AWAY FROM THE BASKET...AND WITH YOUR ARM EXTENDED YOU "HOOK" THE BALL IN A HIGH ARC TOWARD THE BASKET



LOOK AT TOMMY MAKE THOSE HOOK-SHOTS! WOW!

TOMMY LEARNED HOW TO WIN...BY PRACTICING AND BY WEARING U.S. KEDS!




LOOK FOR THE BLUE LABEL



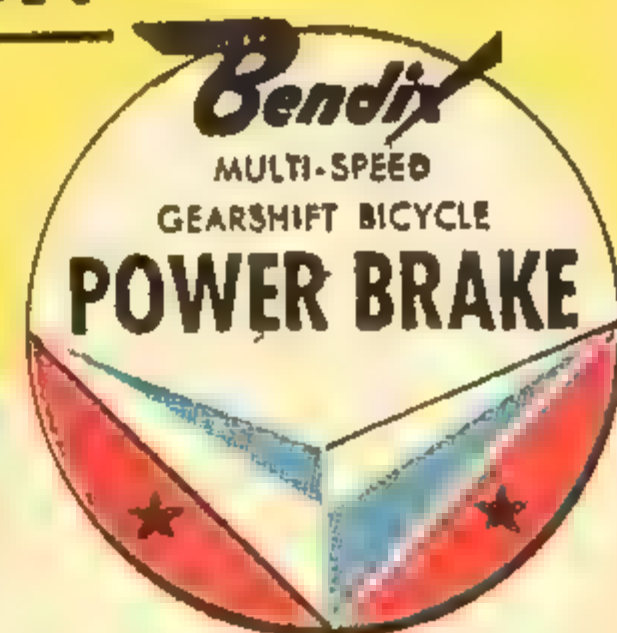
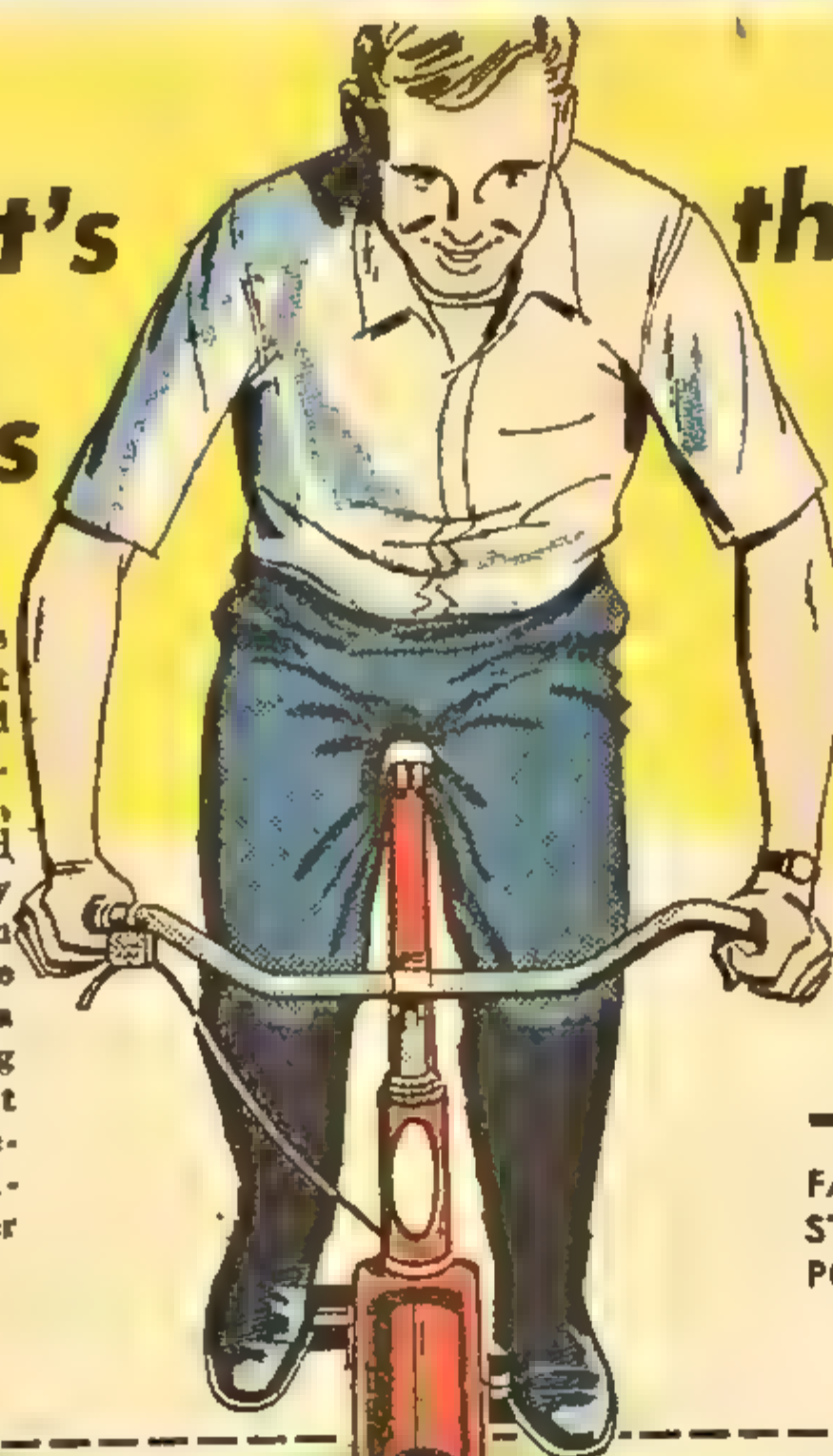
The Shoes of Champions



US United States Rubber
Rockefeller Center, New York 20, N.Y.

It's the Greatest— Man, It's Cool!

You just can't get more kicks out of a bicycle than you get from a Bendix* Multi-Speed GEARSHIFT Power Brake. You just slip that gear into low, start up, shift into high and glide away—just as smoothly as your Dad does in his own car. Man, it's easy—not like riding a bike when you were a kid. This is the next best thing to a car of your own. You don't ride it—you drive it. Just remember to insist on Bendix Multi-Speed GEARSHIFT Power Brakes. They're the most!



—and here's why—
FASTER STARTS, EASIER CLIMBING, FASTER STOPS • 32 PERCENT MORE STOPPING POWER • BENDIX GEARSHIFT CUTS WORK IN HALF • DRAG-FREE COASTING

Eclipse Machine Div., Dept. D,
Bendix Aviation Corporation, Elmira, N.Y.

Please send me your free illustrated folder describing the new Bendix Multi-Speed Power Brake

Name _____

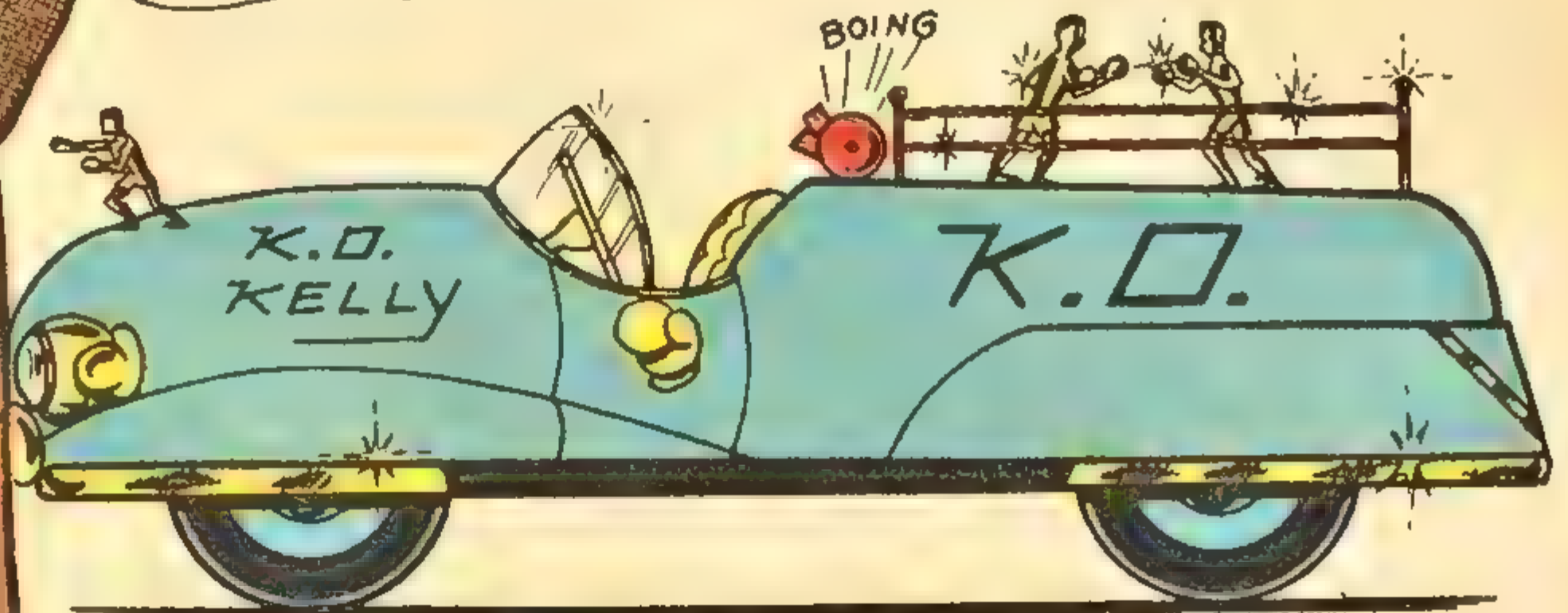
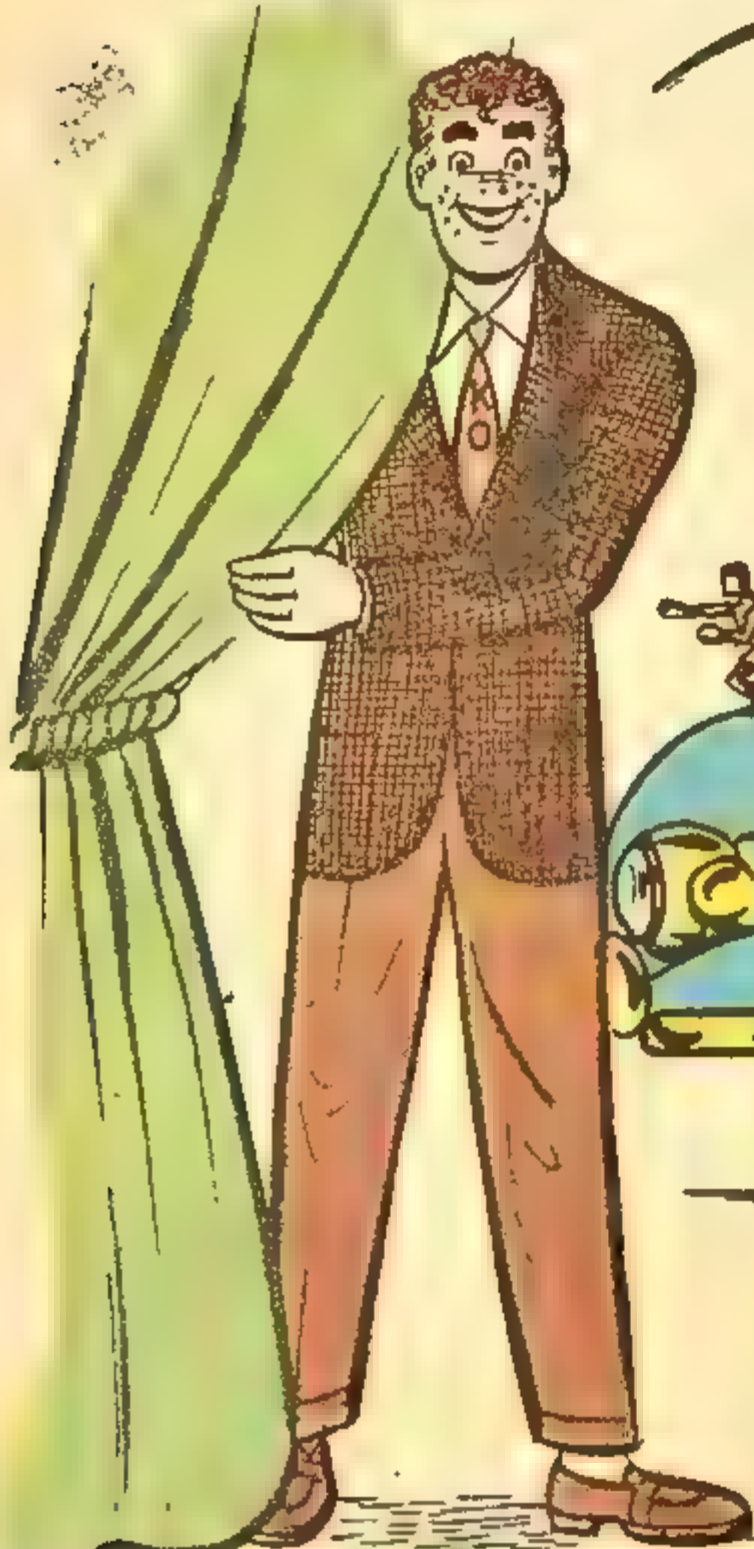
Address _____

City _____ State _____

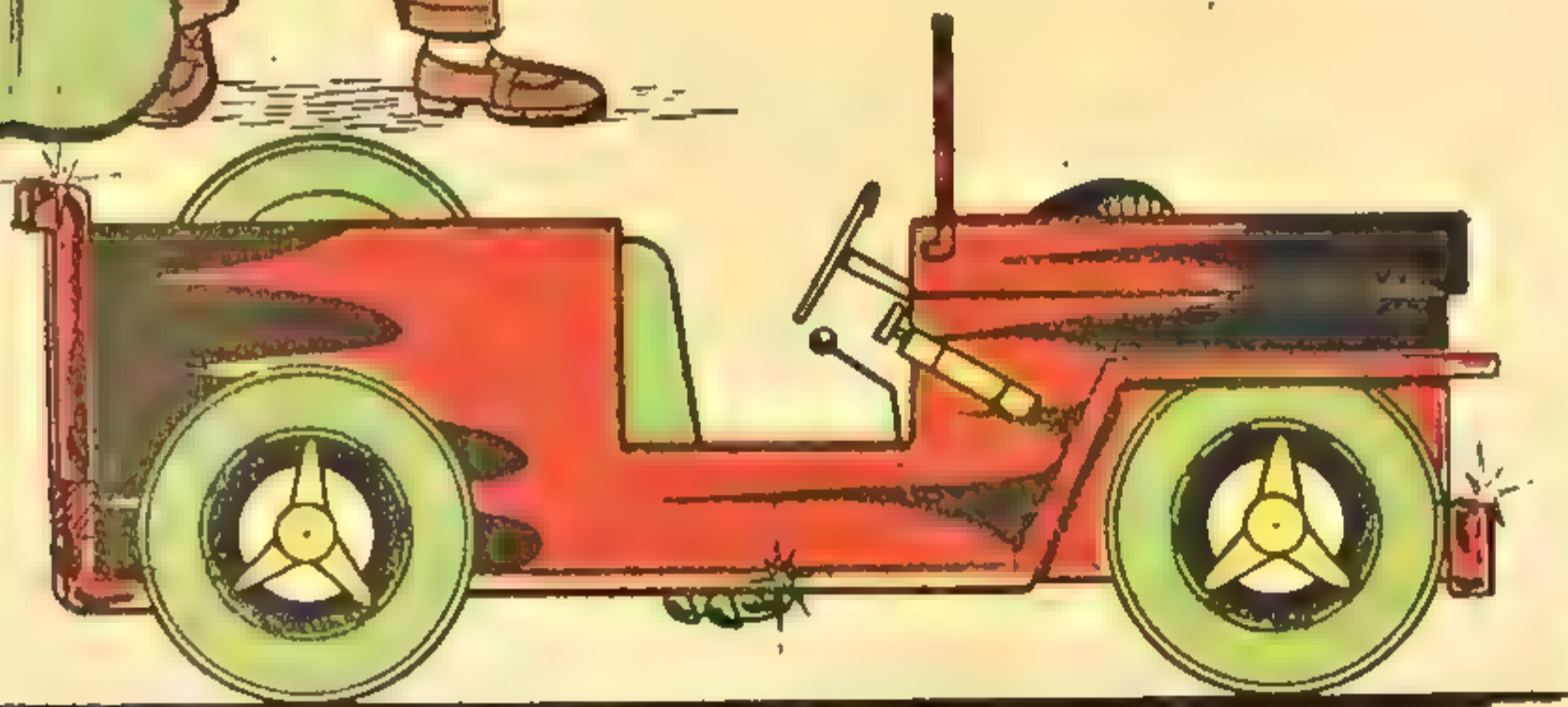
K.O. KELLY'S CAR SHOW

By
Bill WOGGON
AND K.O. KELLY'S CAR FANS

BEGORRA
AN' I'LL SHOW
RANDY VAN RONSON
I CAN HAVE ME
OWN CAR SHOW!



DESIGNED BY ANNA HERALDA,
12709 SO. PUIMA, NORWALK, CALIF.



HURRAH
FOR K.O.
KELLY!



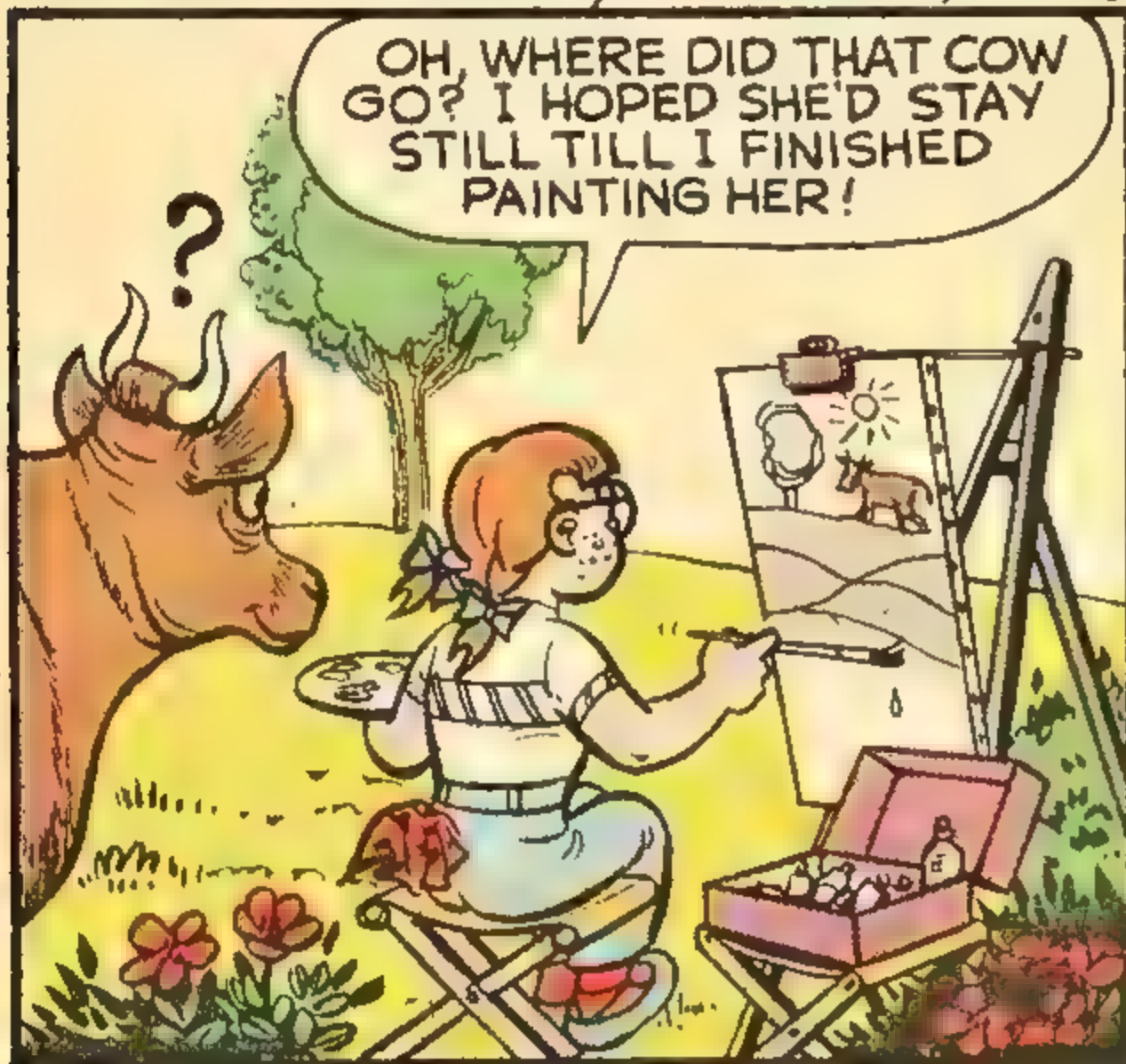
JEEP & BOXING GLOVE CAR BOTH DESIGNED BY
CHRIS SHIELD, 11523 SO. BERENDO,
LOS ANGELES 49, CALIF.



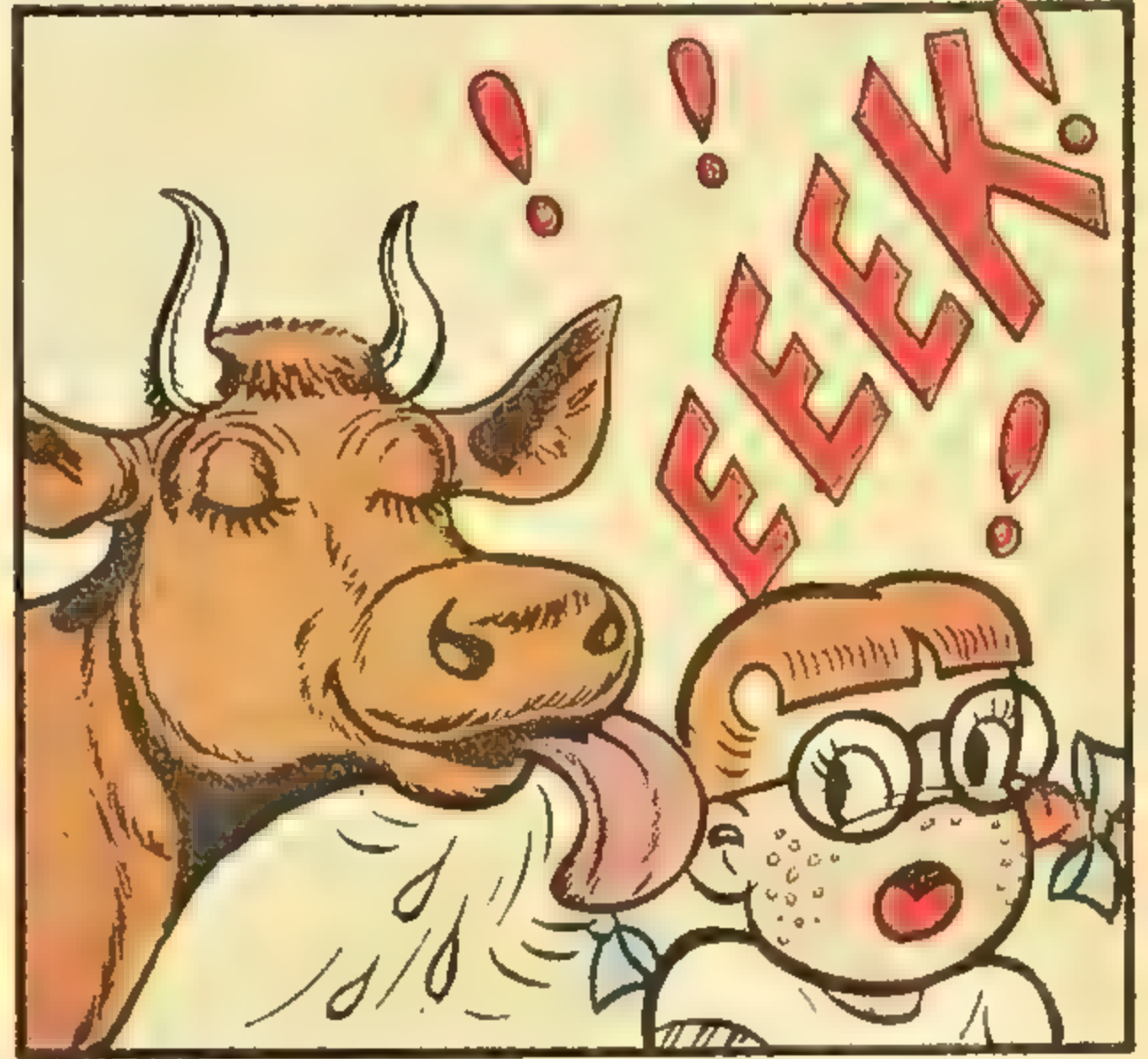
SIS'S POSE + LETTERING by PENNY DAVIS, (AGE 13) BETHEL, MAINE.



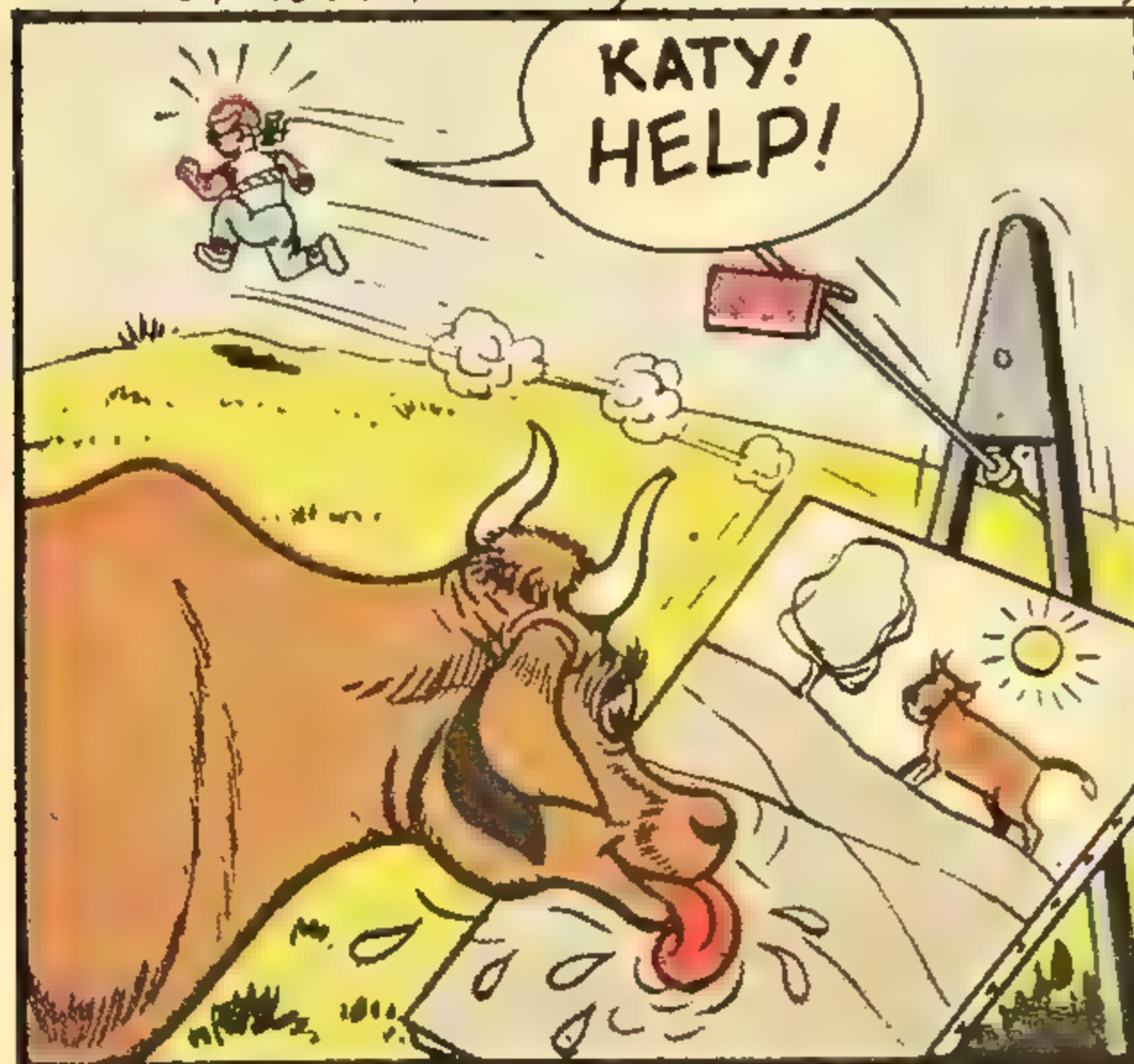
I'M GOING TO STUDY HARD AND DO A LOT OF PAINTING! MAYBE I CAN LEARN TO BE A FAMOUS ARTIST LIKE MIKE ANGELO, VAN GOGH AND GRAN'MA MOSES!



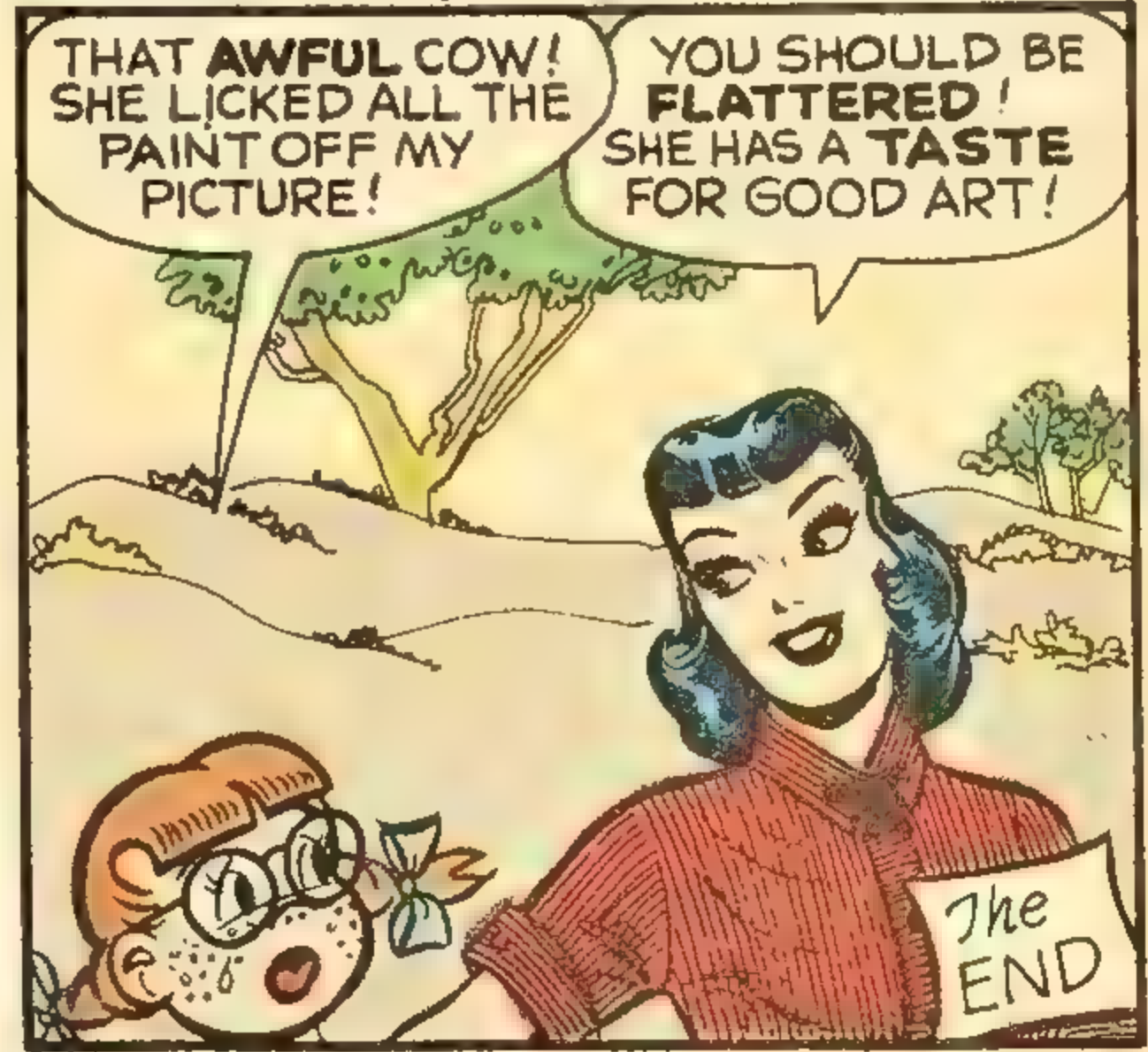
OH, WHERE DID THAT COW GO? I HOPED SHE'D STAY STILL TILL I FINISHED PAINTING HER!



KATY'S + SIS'S FASHIONS by MISS GUELDA WELCH, 395 WOODSTOCK RD., FREDERECTON, N.B.



KATY!
HELP!



THAT AWFUL COW!
SHE LICKED ALL THE
PAINT OFF MY
PICTURE!

YOU SHOULD BE
FLATTERED!
SHE HAS A TASTE
FOR GOOD ART!

The
END

Hey Kids... Fly to a New York or California Vacation

WIN ONE OF THE
75 exciting
all-expense
VACATIONS FOR TWO
(CHILD-AND-PARENT TEAMS)
150 TRIPS IN ALL!
YOUR CHOICE OF CALIFORNIA
OR NEW YORK!

ABOARD AMERICAN AIRLINES AMERICA'S LEADING AIRLINE

Fly East or West
for the vacation
of a lifetime on
the Luxury Leader in
the World of
Flight... the
famed DC-7 Mercury.



ENTER THE BIG popsicle "Popsi" Doodle contest

IN CALIFORNIA YOU'LL STAY
AT LONG BEACH'S FABULOUS
HOTEL WILTON

IN NEW YORK YOU'LL STAY
AT THE GLAMOROUS
HOTEL NEW YORKER

200

**2nd
PRIZES**

MONACO WATCHES

The finest precision
timepiece skilled
craftsmen can make.
With written guar-
antee, in handsome
gift box.

Retail Value:
\$39.75



1000

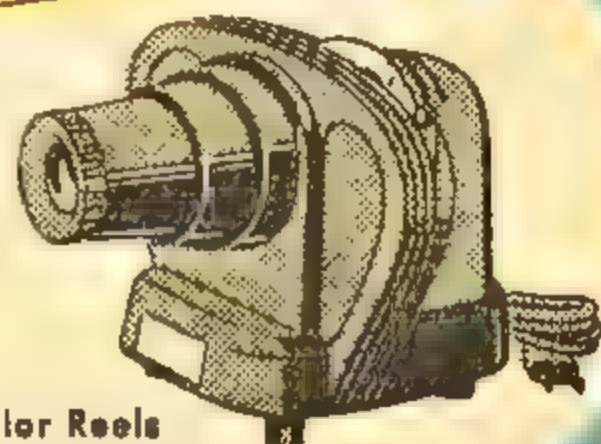
**4th
PRIZES**

COLUMBIA

View-Master
Record-A-View
Sets

- 8 records
 - 16 View-Master Color Reels
 - View-Master Projector & Screen
- All that's needed for a home
"TV Show."

Retail Value: \$19.95



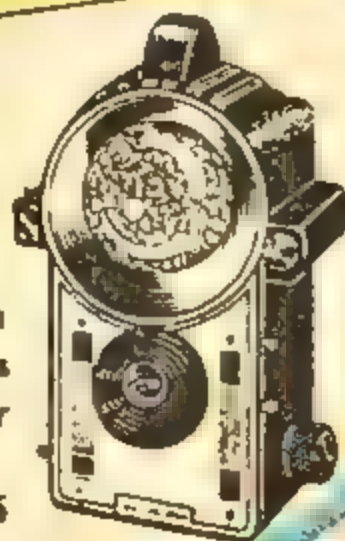
200

**3rd
PRIZES**

SPARTUS PRESS

Flash Cameras With
Exclusive Built-In Flash Unit
The only camera with built-in
flash. As simple to operate as
a box camera. Pictures in color
or Black and White.

Retail Value: \$12.95



3000

**5th
PRIZES**

Famous HOHNER MARINE BAND HARMONICAS

The world's most popular instrument,
with new sensational instruction book.
If you can read you can play.
Retail Value: \$2.50



All entries become the property of Joe Lowe Corporation. All winners will be notified by mail. Failure to accept prizes as offered will result in forfeiture of prizes and no substitution will be permitted. Anyone may enter this contest except employees of Joe Lowe Corporation, their advertising agency, or the families of such employees. This contest is limited to the U. S. and Possessions and Canada and is void and not extended in any State or locality where participation in and conducting thereof are prohibited, taxed, licensed, or restricted. Joe Lowe Corporation reserves the right to substitute or change prizes or locale of vacations if unforeseen conditions arise. Send stamped, self-addressed envelope if you wish to have a list of winners sent to you.

HERE'S ALL YOU DO TO MAKE A "POPSI" DOODLE

1. Using the big red "SICLE" balls from "POPSICLE," "FUDG-SICLE," "CREAMSICLE," "DREAMSICLE," "50-50 POPSICLE," any of the new "SEXTET" Supermarket 6-packs, or any frozen stick confection bags which have a red "SICLE" ball, make your "POPSI" DOODLE by pasting "SICLE" balls on a sheet of paper and drawing in whatever connecting lines you need to complete your picture.
2. You must use at least 2 "SICLE" balls, but you may use as many as you want or as many as you think will make the most interesting "POPSI" DOODLE (Mom and Dad can help!) Here are some examples of "POPSI" DOODLES:



3. You may use any size paper you need for your "POPSI" DOODLE—just be sure that the official entry blank on the right (or a reasonable facsimile) is attached.
4. Attach the completed entry blank to your "POPSI" DOODLE and mail to "POPSICLE," P.O. BOX 123, New York 46, N. Y. Send in as many entries as you like. Entries must be postmarked no later than midnight, Saturday, August 3, 1957.
5. Entries to be judged by independent judging organization on basis of age of contestant and neatness, originality and skill in making the "POPSI" DOODLE. In case of tie, earliest postmark date will be the deciding factor. Decision of judges will be final.

ENTER AS OFTEN AS YOU LIKE! WEEKLY CONTESTS BEGIN TUESDAY MORNING AND END THE FOLLOWING SATURDAY NIGHT. ALL ENTRIES WILL BE JUDGED IN THE WEEKLY CONTESTS BY POSTMARK DATE.

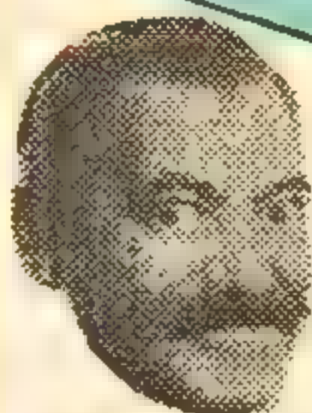
10 BIG WEEKLY CONTESTS!

Enter your first contest now!

Last contest closes midnight Saturday, August 3rd!

Enter as often as you wish!

SEE 'EM ON TV... On the
"POPSICLE" 5-STAR COMEDY PARTY
Every Saturday at 5:30 p.m. EDT
on ABC-TV



JERRY COLONNA



BEN BLUE

PAUL
WINCHELL
AND
JERRY
MAHONEY



SEÑOR WENCES



OLSEN & JOHNSON



OFFICIAL ENTRY BLANK

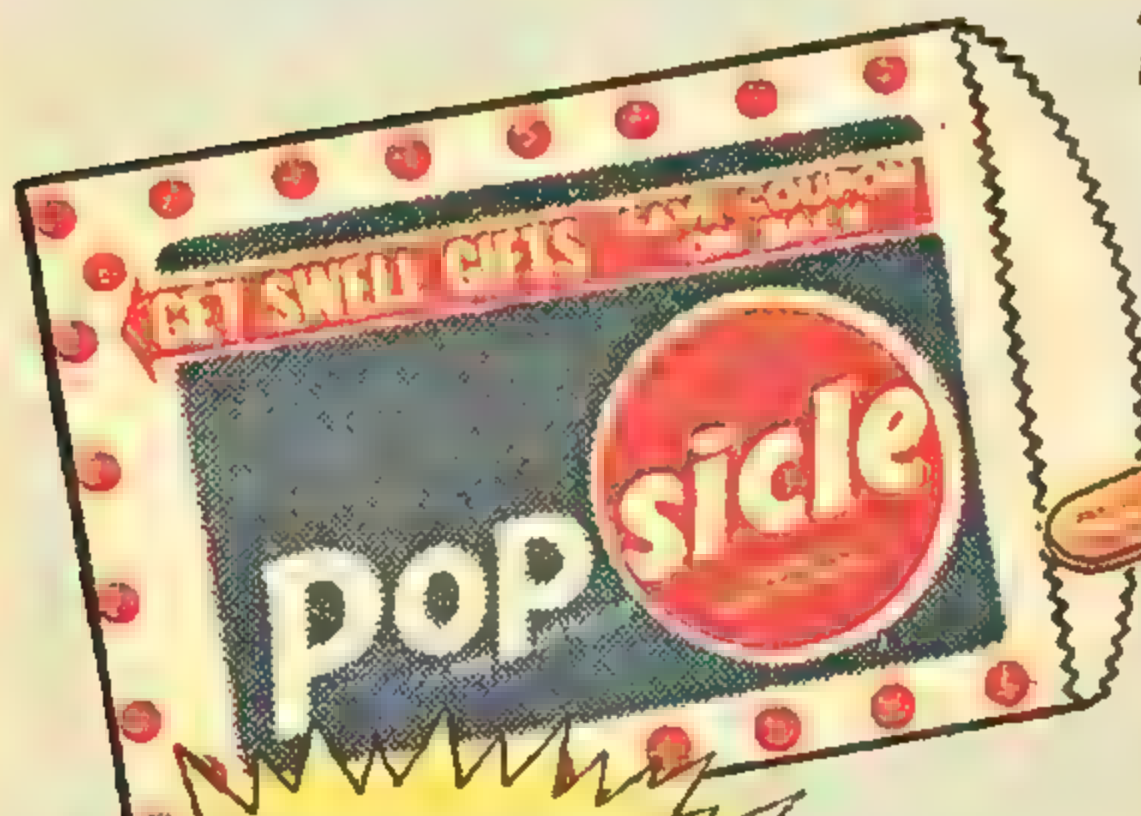
My name _____ Age _____

Street Address _____

City _____ Zone _____ State _____

Brand of Ice Cream My Dealer Sells _____ (CB)

When your entry is complete, attach to
"POPSI" DOODLE and mail to "POPSICLE",
P.O. BOX 123, New York 46, N. Y.



FREE! GIANT GIFT LIST

Get one from your Ice Cream
Man or write to

"POPSICLE"

601 West 26 St., New York 1, N. Y.
1826 E. 11 St., Los Angeles 23, Cal.

Always look for the
Red "SICLE"® Ball!



YOUR "POPSICLE" DEALER HAS ADDITIONAL ENTRY BLANKS!



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KATY KEENE

DATE
Jokes
by
Bill Woggon
AND FANS

SURE YOU CAN
HAVE A DATE, CHUBBY!
---HMM! LET ME SEE
NEXT APRIL 6th 1958

WHEN IS YOUR
GIRL NOT A
GIRL, K.O.?

WHEN SHE'S
MY DEAR!
D-E-E-R, KATY!

JOKE, POSES, ETC. ALL
BY KATHY HIBBARD
38 AVON ST.
MONTROSE, PA.

JOKE ABOVE BY
SILVIA ESCOREL DE MORAIS
VIA NICOLA MARTELLI 40
2^{FLOOR}, ROME, ITALY

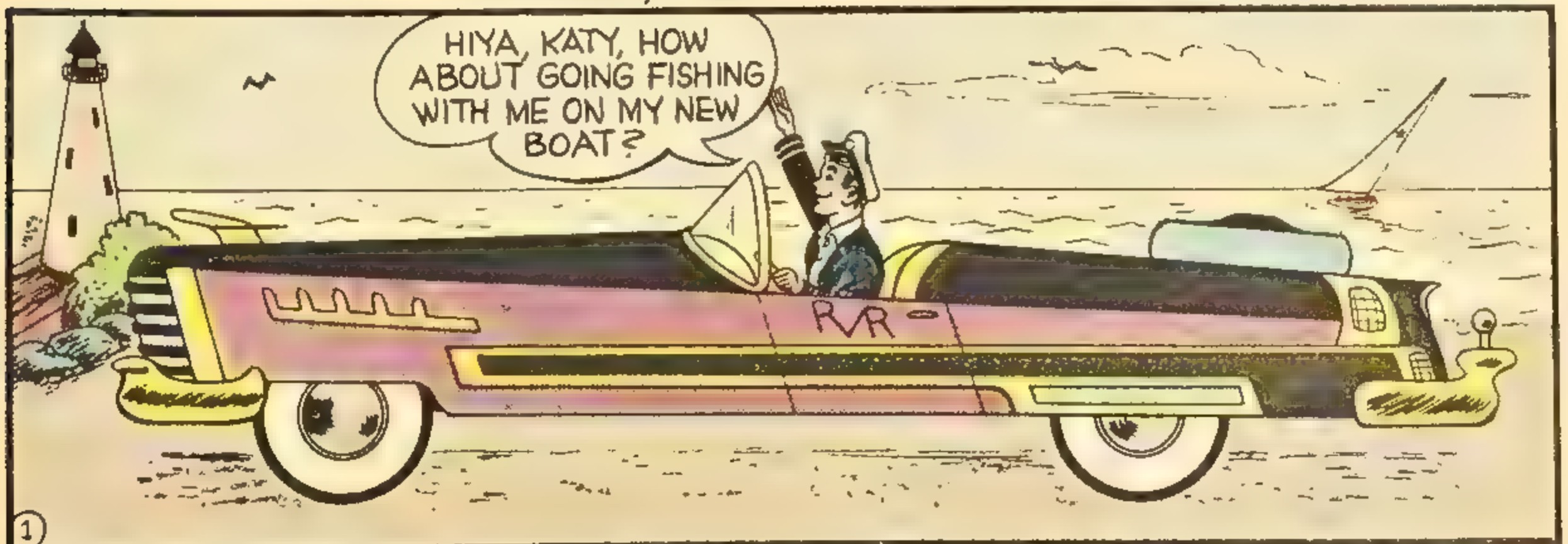
THIS GOWN IS
JUST SOMETHING
I **THREW** ON,
K.O.!

BEGORRA AN'
YOU'RE A GOOD
THROWER,
GLORIA!

JOKE, GOWN, POSES,
ETC. ALL SENT IN BY
JUNE ARNOLD,
25 WELLES TERRACE,
MERIDEN, CONN.

Katy Keene

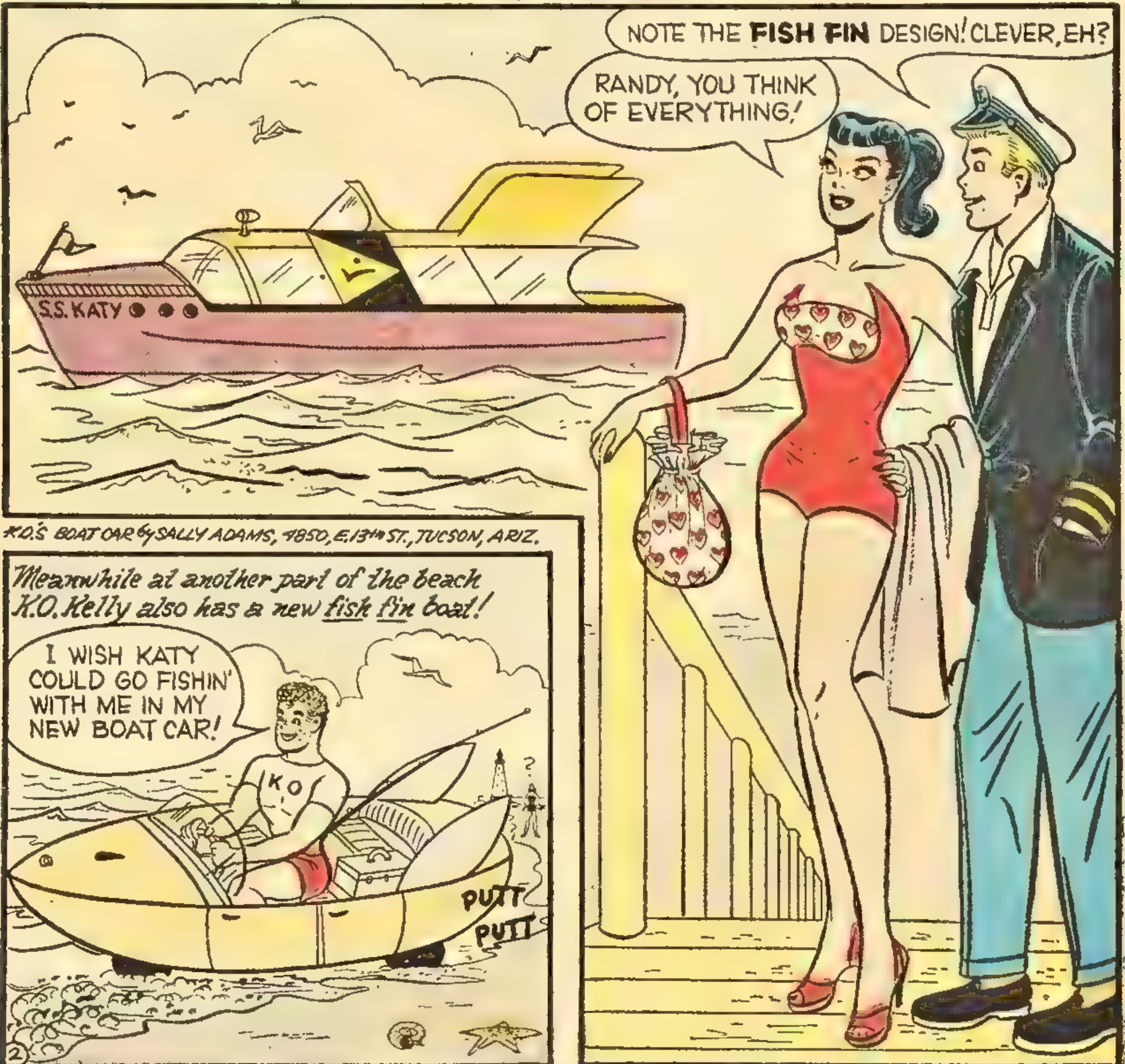
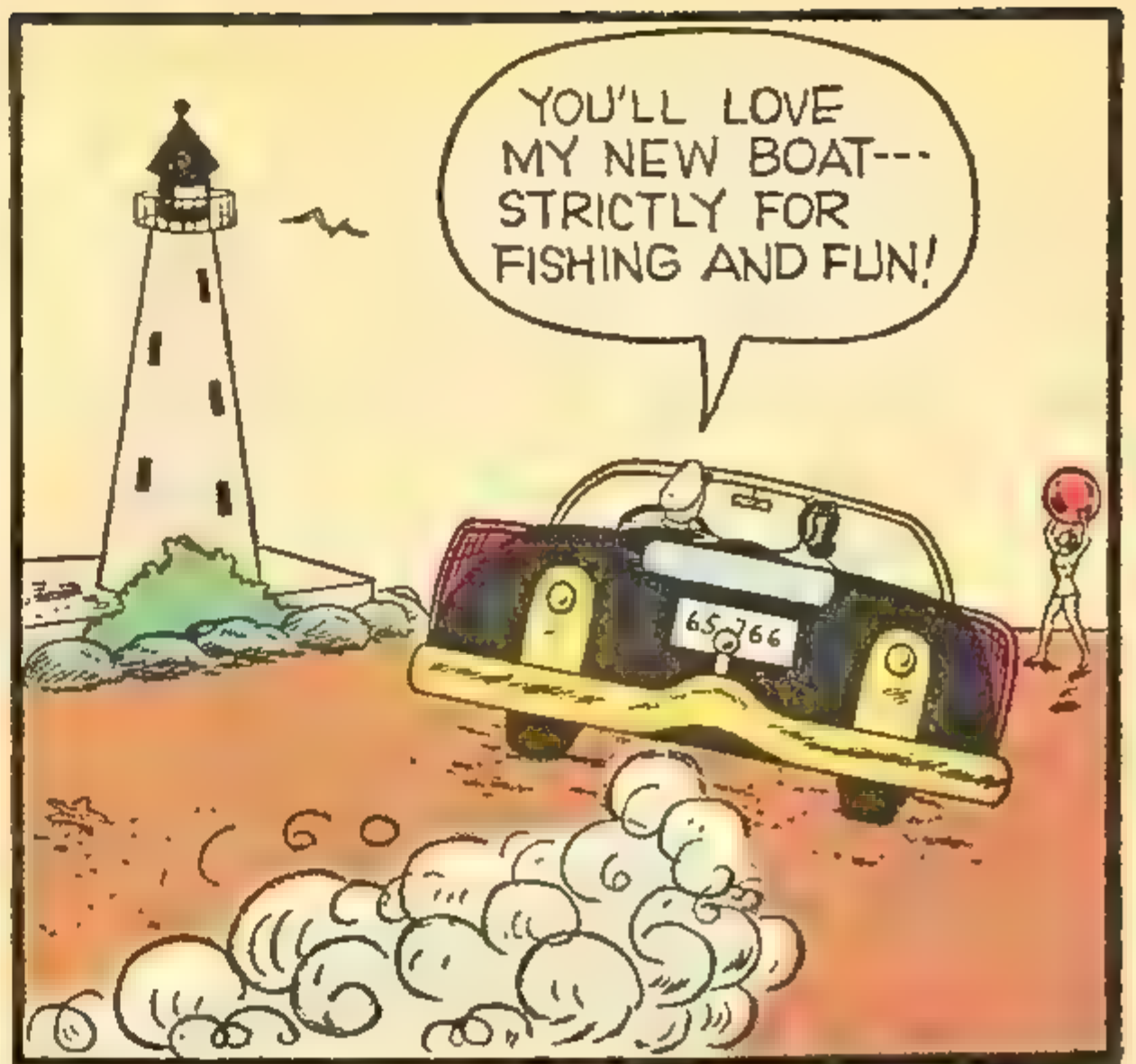
by Bill Woggon



RANDY'S SPORT CAR BY RICHARD J. RICHTHOFEN, 2109 ELAINE AVE., GRETNA, LA. — NOW ON WITH THE STORY ➡



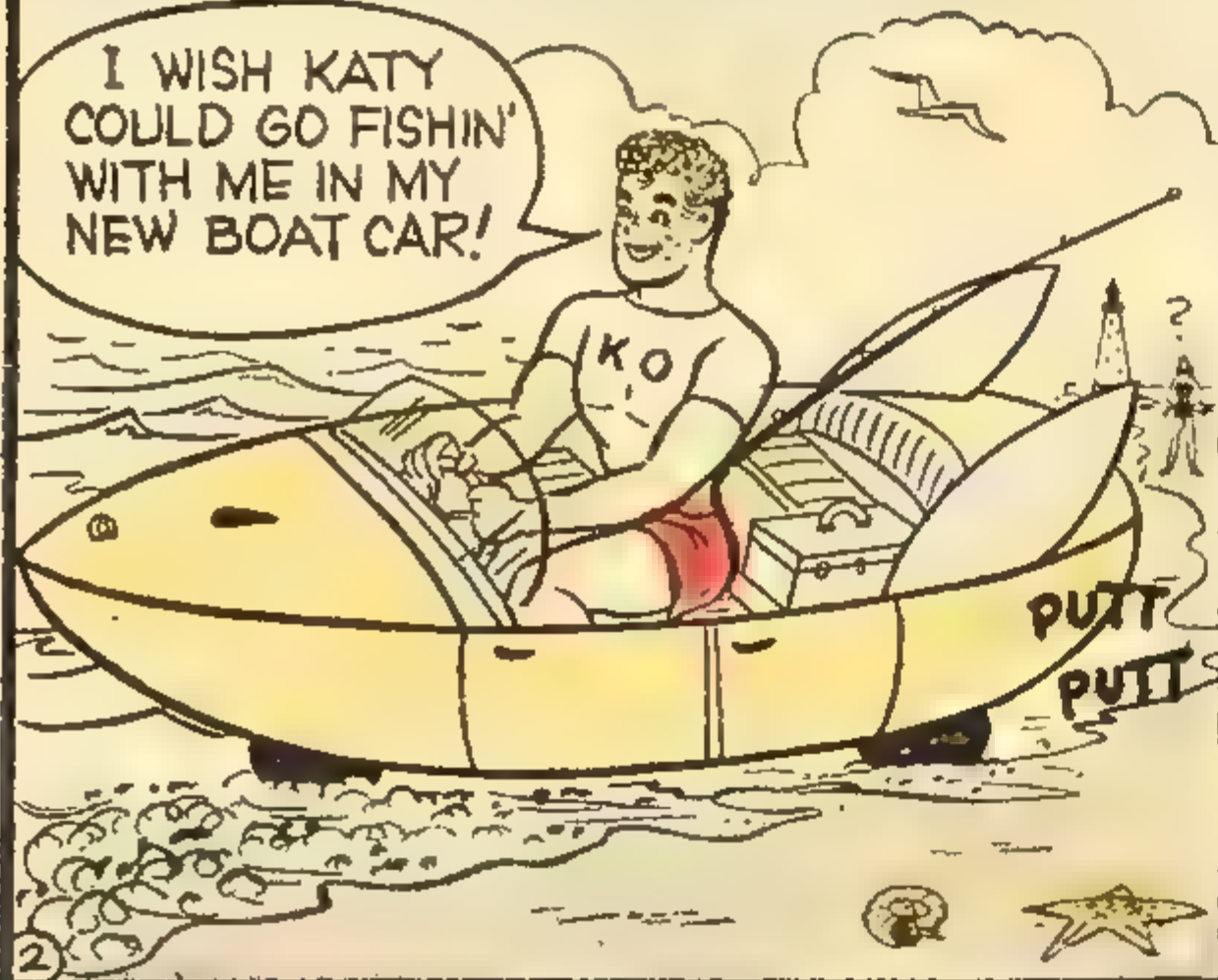
KATY'S POSE + SCENE BELOW BY JOHN BATES, R.F.D. 3, BARRE, VERMONT.



K.O.'S BOAT CAR BY SALLY ADAMS, 4850, E. 13TH ST., TUCSON, ARIZ.

Meanwhile at another part of the beach
K.O. Kelly also has a new fish fin boat!

I WISH KATY
COULD GO FISHIN'
WITH ME IN MY
NEW BOAT CAR!



RANDY'S FISHTAIL CRUISER BY JOHN MCELLIGOTT, 287 PLYMOUTH AVE., NO., ROCHESTER, NEW YORK.





ARCHIE COMICS ARE COMICAL COMICS

DO YOU NEED EXTRA MONEY? \$35.00 IS YOURS

for selling only 50 boxes
of our Christmas Card Style Line.
And this can be done in a
single day. Free samples. Other
leading boxes on approval.
Mail coupon below today.

It costs you nothing to try.

Last year some folks made \$250—\$500—\$1,000
and more this very way. Church groups and organ-
izations can do this, too. No experience necessary.

HANDY SOCIAL NOTES

Lustrous, slim
informals in soft
colors with
shimmering
crystals and
brisk, friendly
messages.
Captivating!

Mail This Coupon Today

COLONIAL STUDIOS, INC.

Dept. 600, White Plains, N. Y.

Please rush me free samples and other leading
boxes on approval for free trial as mentioned
above. Also send full details of your easy
money-making plan.

Name _____

Address _____

City _____ State _____

If writing for an organ-
ization, give its name _____

SLIM STYLE STATIONERY AND NOTES ENSEMBLE

Dainty, soft
Rose blossom
decoration on
fine quality,
scalloped-edge
sheets and notes.
Delightfully
stunning!

NEW LUXURY ALL OCCASION

14 large size,
gold embossed
cards in the
modern style.
7 exclusively
"for Her"
— 7 "for Him"

FEATURE BOUQUET EVERYDAY

A sparkling
assortment for
all occasions,
in pastel colors
and rich
gold embossings

3 STYLE HUMOROUS CARD BOX

21 laugh-
provoking,
glittering, new
all occasion
designs
in 3 different
popular sizes

DELUXE EVERYDAY GIFT WRAPPING ENSEMBLE

18 exciting,
large-size
20" x 30" sheets
in full color, plus
matching seals
and gift tags

CHILDREN'S GIFT WRAPPINGS FOR EVERYDAY

16 gay 20" x 30"
sheets in colorful
kiddie motifs —
with seals and
tags to match.
New! Clever!

JUST WONDERFUL TALL CARDS

Gleaming,
exquisite
new style
Everyday card
assortment —
novel attachments.
Just beautiful!

SWEET SLIMS FOR EVERYDAY

An assortment
of 21
lovely,
long look
cards in
gorgeous
colors.
Chic!
Terrific value!

SYMPATHY ASSORTMENT

14 comforting
cards that
express
sincere, tender
thoughts.
Lovely white
folders,
silver embossings

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Guaranteed by
Good Housekeeping
IF NOT AS ADVERTISED THEREIN

**FREE
SAMPLES**

**PERSONALIZED
CHRISTMAS CARDS
and STATIONERY**

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HERE'S SUMMER **Schwinn FUN** **MARK II JAGUAR**



Schwinn offers the most complete choice of models in every price range and every one is guaranteed as long as you own it.

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**3 SPEED
STURMEY-ARCHER
GEARS**
FRONT CARRIER
**FRONT AND REAR
HAND BRAKES**
**STREAMLINED TANK
WITH HORN**
**POWERFUL
ELECTRIC LIGHT**
**AUTOMATIC
STOP LIGHT**



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**American-made
Schwinn Bikes are Best!**

**THERE'S MORE
FUN WITH *Schwinn***

**Arnold, Schwinn & Company
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ADDRESS _____

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AGE _____

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Exciting . . . new and crammed full of pictures of your favorite movie and TV stars. Be the first to have a copy.